

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIX, No. 1 NEW YORK, OCTOBER 2, 1924

10c A COPY

B. A. I. S. 1900 with
N. W. Ayer & Son

JO THE right, a brilliant canvas by F. Luis Mora. Next to it, the unmistakable work of N. C. Wyeth. Flanking the entrance, the towering war-god of Ernest Blumenschein, already a famous prize-winner. Along the walls, the delightful compositions of Henry McCarter, the suave brushwork of Charles Chambers, the sweeping, vigorous action which Harvey Dunn paints so superbly. In the next room, other extraordinarily beautiful work by equally well-known men. Handsome and valuable paintings, every one of them.

But where are we, in an art gallery? Strictly speaking, we are not. But we are in Steinway Hall looking at the Steinway collection that decorates its walls. And each picture in this collection is a part of the advertising program originated and developed for this client.

With such artists to paint the pictures and with the unreserved praise of famous pianists for a copy basis, no advertising ever had a better chance for success than this.

Close co-operation with the Steinway organization, an understanding of their history and tradition, the ability to correlate the important elements of their business into an advertising plan—these are our contributions to one of the most distinguished of all advertising campaigns.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Oct. 2, 1924

"Out Among Them"

Prior to 1700, Russia was an oriental fastness. Wild, remote, strange.

Then Peter the Great. Overnight, the waist-long beards disappeared. Oriental robes were succeeded by European trousers and jackets. Primitive warfare gave way to artillery and naval units.

A war with Sweden. Russia won her outlet to the sea,—and her crown as a Power.

* * * *

Just before this miracle, a group of exotic Russians appeared in Konigsberg. With them, one Peter Mikhailov. A sailor-man, they explained,—but his looks belied his calling.

Mikhailov entered the famous gunnery school. He went to Saardam, where they built ships,—to Leiden, where anatomy's secrets were being uncovered,—to Amsterdam, center of the art of engraving.

After a year and a half, back to Russia. Officials waited at the border. They bowed to the ground. Mikhailov was none other than Peter the Great, gone "out among them."

* * * *

A man must understand, before he can master. And a man must go "out among them," before he can understand. This applies whether "them" means a political constituency, a social stratum,—or a market.

Especially a market.

The above is an extract from "Out Among Them" in THE INTERRUPTING IDEA for October. Complete copies will be sent to executives upon application.



FEDERAL
ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH ST., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIX

NEW YORK, OCTOBER 2, 1924

No. 1

How Big Business Can Get a Square Deal from Public

Advertise to Correct Misinformation in Minds of People, Advises President of Great Northern

An interview by G. A. Nichols with

Ralph Budd

President, Great Northern Railway Company

IN EVERY town in the country where it has a station the Great Northern Railway Company is using paid newspaper space, or soon will be, in an institutional advertising effort to tell the real truth about itself. With this as a nucleus the road hopes to show its customers, prospects and people in general the absurdity of talk to the effect that it is exploiting them to pile up swollen fortunes for its stockholders and that it is the unprincipled tool of great wealth that insists upon gaining its ends even though in so doing it has to bleed the country white.

"We cannot afford to allow false modesty to hold us back," Ralph Budd, president of the road, explains to PRINTERS' INK. "The same as every other business concern, we naturally would greatly prefer confining our advertising message to helping increase the demand for what we have to sell, which is transportation. But advertising that confines its efforts to selling the commodity and neglects the institution is going only half way. We need the good-will of the people as well as their business. We must have it. And we are confident we can get it if we deliberately and carefully show the people that we are an honest business institution striving to our utmost to serve them under

the most favorable circumstances, gaining only a fair financial return for our efforts. We are going to do this, not by argument or rhetoric, but by successively stating facts and figures. The people are fair and are capable of judging. They have heard only one side of the argument as related to railroads. We are going to show them the other side."

Mr. Budd told about the Great Northern's institutional plan in response to a question as to what big business, so-called, should do about the growing agitation against it that is put forth by people who ought to know better and would know better if they only stopped to think. He agreed that the great mass of the rank and file of the country's best citizens fail to give business its just dues because, relatively speaking, they know next to nothing about it.

This is why, in a word, Mr. Budd's road is buying advertising space to tell its story. It is why he thinks similar action is the only thing for other great business institutions to employ and that the sooner it is done the quicker will be the country's progress toward complete economic achievement. The same general reasoning is back of the farm-paper advertising campaign which has been undertaken by

Table of Contents on page 200

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all the Western railroads acting through what is called the Western Railways Committee on Public Relations, with the purpose of giving the public authentic information about railway matters. The following roads constitute the committee: Great Northern; Chicago, Great Western; Missouri Pacific; Chicago, Milwaukee & St. Paul; Chicago & North Western; Union Pacific; Rock Island; Burlington; Illinois Central and the Missouri, Kansas & Texas. The advertisements are run in farm papers over the signatures of the ten presidents. Current advertisements and those that soon will appear cover such topics as the truth about railroad valuation, why freight rates cannot be reduced, and why farmers should not, in their own interests, support radical and revolutionary policies designed to regulate railroads.

At a meeting of the ten railway presidents held in New York the same week this article is written, it was decided the farm-paper campaign had already been effective and that it should continue.

Corporations needing the intelligent good-will of the public (and what corporation does not?) can well afford to study the two institutional presentations just mentioned. They differ from some other campaigns in that instead of being apologetic or trying to show up a lot of favorable facts and circumstances in an effort to make out a case for the railroads, they enter boldly into the realm of economic law and show what has to be done if the country is going to continue to have what is essential to prosperity, namely: good transportation at the lowest possible rates. Using economic law as the basis for their arguments the railroads are on safe ground. They did not make economic law but are as utterly subject to it as is the packer, the farmer, the manufacturer, the retailer or anybody else who has things to sell.

"This matter of putting the public right about a great business," says Mr. Budd, "is not

necessarily an elaborate process. The people should be made to see that the working out of big business is a proposition of cause and consequence and that its success, if it attains success, is not brought about through complicated things. We are going to try to impress upon all our customers the fact that economic law is just as definite and inevitable in its results as is natural law. Nobody of intelligence, to use an extreme example, questions the law of gravitation. The law of supply and demand, governing the lowering or raising of selling price, is in the same immutable category."

PRICE THE BIG OBSTACLE

Price, as Mr. Budd sees it, is the element on which hangs the entire controversy between big business and the public. People, not knowing the facts, and influenced of course by the admittedly high prices for nearly everything they buy, imagine that their substance is being squeezed out of them for the personal enrichment of the favored few. It is not stretching the thing at all to say that practically everybody, excepting the comparative few who have studied or practiced business, has at least a lurking suspicion that he is being exploited unfairly. Hence the necessity of showing them (1) the fairness of present prices (and they are fair in most cases, some of them being even too low under the circumstances) and (2) to demonstrate by solid, logical reasoning how the prices can be lowered. To reduce prices is a proceeding in which the producer and the consumer have to work together. Each has a duty to perform, and if either shirks that duty the transaction then breaks economic law and pay-day is sure to come sooner or later. When it does come the producer is likely to go broke or the prices have to be increased even higher than they were at the start. Either eventuality is a tragedy for the person who has to pay the bills. And everybody who buys goods of any kind knows who this person is.

In using advertising to approach

A "NATIONAL"
ADVERTISING AGENCY



McCANN Company Offices in these eight great marketing centers give us intimate knowledge of regional markets, keep us in touch with clients' branch houses and distributors, and thus make McCann Company Service truly "National" in scope.

•

THE H. K. McCANN COMPANY
Advertising

Oct. 2, 1924

these two factors in the price controversy, Mr. Budd believes the advertiser should have the courage to get himself upon the solid ground of economics and then discuss the thing without fear or favor. What he said, of course, applies specifically to the railroad situation. But, after all, there is little fundamental difference between a railroad and any other business institution. A railroad sells transportation. Transportation therefore is merchandise the same as automobiles, canned goods, shoes or butter. As volume of business is created, the selling price of transportation can be reduced the same as it can on things people eat or wear. Also, it is no more possible to sell transportation under production cost than it is any other class of merchandise. What the Great Northern is doing, therefore, and what its officials have learned, have many points in common with every other business that is suspected, gently or otherwise, by *hoi polloi*.

"The first thing to do as we understand and practice it," says Mr. Budd, "is to make the public understand there are no dark secrets and no mystery about big business. People should be shown how big business is operated, and the only way to do this is to be absolutely and utterly frank. In the first place, a business must have profits or it cannot exist. There is nothing to be gained by trying to sidestep this fact. Another essential is that to operate a great business there must be some big men who receive high salaries. High-salaried officials bear the brunt of much of the radical attack. But it is not a difficult matter to demonstrate that the employment of a few big men at high salary is economically to be preferred to the employment of many small men. Nobody who wants to be fair, and most people do want to be, is going to question the soundness of this reasoning when the facts are put before him. For example, the other day I saw a new model of a certain automobile. Could this automobile, at its really low price, be produced by that manufacturer

if he had not built a great organization, including many high-priced experts, out of what in the beginning was only a blacksmith shop? To attempt to dodge facts such as these is to detract from the sincerity and soundness of the presentation.

"And next comes the specific question involving the price of the product, which in our case is transportation. We are going to handle this with the utmost openness. In our advertising we are not attempting any elaborate argument to show why a decrease in present rates would be disastrous. We merely present facts and figures and let the people judge.

RAILROADS MAKING POOR FINANCIAL SHOWINGS

"The return on investment for the railroads generally and for the Great Northern has been inadequate in every year since the war. Yet it is by a reduction in the return on investment that those who are promising large decreases in freight rates say they will make the saving. They do not claim that any reduction should be made in labor costs—in fact, they generally promise to increase that item—and nothing is said about costs of materials or taxes. In vague, general terms they talk about the excessive profit of the railroads, which must be reduced.

"But, permanently to reduce the return for the use of the property below what is fair will increase and not decrease the cost of railroad transportation, because it will force government ownership by making the continuation of private ownership impossible. The railroads must raise very large sums of money each year for improving and enlarging their properties. In 1923 they spent \$1,060,000,000. It is estimated that an average of \$800,000,000 annually will be required for several years. If they do not make the necessary improvements and enlargements in their properties, there will be inadequate transportation, which is intolerable. If they are not permitted to earn a fair return upon their investments they cannot at-

Oct. 2, 1924

PRINTERS' INK

7

The purpose of Needlecraft Magazine is so clear—

the character of its circulation of more than 1,000,000 is so evident—

and the market it reaches is so certain—

it is possible to visualize its value without ado.

It is simply a question of the salability of your merchandise to the energetic, refined, home-loving type of American woman.

We will be glad to give details any time you say.

Robert B. Johnston
Advertising Manager
New York

JAMES A. ROBERTSON
Western Manager
Chicago

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.

Oct. 2, 1924

tract capital except at prohibitive rates of interest, which the low return makes it increasingly difficult to earn. Thus a vicious circle is established, which must end in failure of private operation and enforced government ownership.

"Therefore, it is not going to be a difficult thing for us to show in our advertising that anything tending to improve the railroad's credit and to reduce interest charges on borrowed money will make better the railroad's service and ultimately tend to reduce the charge made for that service. People can be made to see that a stable financial structure is absolutely necessary in order that a railroad may enjoy the best credit and that its cost of doing business becomes lower as its credit becomes better."

PROBLEM IS ONE OF EDUCATION

Mr. Budd thinks the task of demonstrating to one's customers how a product can be reduced in selling price is a matter of progressive education in which the various elements in the financial structure should be carefully analyzed. For example, there is the matter of financing, which has been a serious problem for leading American corporations for several years past. A rather dangerous situation has been brought about through the practice of placing upon the market successive new issues of bonds without a corresponding increase in capital stock. A proper ratio of stock to bonds for the country as a whole, Mr. Budd points out, is about fifty to fifty. But of late years issues of stock have been progressively less than those of bonds until now the ratio is about forty to sixty. The result is an unstable and badly balanced financial structure. When people can be given an understanding of a situation such as this they are not so likely to clamor for immediate decreases in transportation prices, but will be willing, when the way is made clear, to co-operate to bring about an improvement.

"This," says Mr. Budd, "is the reason we are striving to make this financial matter clear. And that

we have ample cause to do so can be realized from the effect that such an overbalanced condition can have on railroad credit. Suppose a railroad is capitalized 80 per cent with bonds and 20 per cent with stock, and another road capitalized with 20 per cent bonds and 80 per cent stock. Suppose both railroads earn for every \$1,000 of capitalization, \$50, which is applicable to interest and dividends. In the first case, if 6 per cent is the going interest rate, \$48 will be required to pay interest, leaving only \$2 for stock dividend, if every dollar were to be so used. This road, of course, is barely solvent. It not only has nothing to pay its shareholders, but has virtually nothing to put back into the property, and so small a margin after paying bond interest that its solvency is in danger. It is only with difficulty and by paying the highest interest rates that this road can raise additional funds, even by increasing its mortgage debt.

"The other road, with the same income applicable for interest and dividends, because of its different financial structure, requires only \$12 out of the \$50 to pay its interest, leaving \$38 applicable to dividends. On \$800 of stock this would be 4½ per cent, if every dollar were used for dividends, which, of course, is not prudent business. After a fair amount has been set aside for reinvestment in the property, this road would not have a sufficient amount for dividends on stock to make the purchase of additional stock attractive to the investor, since investors can command a higher return on their money and also greater security. However, the road has such a margin of safety after paying its bond interest that it is entirely solvent, and it might reasonably be expected that such a road could continue for a considerable time to sell more bonds. But following this as a permanent method of financing, even a road in such fortunate position would find itself eventually with an unstable financial structure, because

(Continued on page 174)

In nearly
eighty thou-
sand Brooklyn
homes, the
Standard
Union is the
fireside news-
paper.

R. G. R. Huntington
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

To Decide the Statistical Rights of Trade Associations

Chamber of Commerce of the United States Reopens Subject Which Attorney General Attempted Last Year to Settle Once for All

*Washington Bureau
of PRINTERS' INK*

IT APPEARS to be next to impossible for the Government or any other agency to collect adequate statistical data without the aid of various trade associations. Several different movements for the simplification of distribution and other important objects are being hampered and held up because of the lack of support on the part of the associations, and while the demand for accurate statistical facts is increasing, the supply is growing considerably less, due to an opinion of the Attorney General last year, which may be construed as considering any effort on the part of trade associations to collect and disseminate certain statistics as an attempt to maintain prices among their members.

In the hopes of clarifying a condition that is at least approaching a critical stage, the Chamber of Commerce of the United States recently undertook to solve the problem by determining just how far associations can go in the matter of collecting statistics and circulating them, and still keep within all of the provisions and prohibitions of the law. A week or two ago, a small committee, headed by Richard F. Grant, president of the Chamber, was appointed to call on the Government agencies interested in encouraging and limiting the collection of statistical information, in an attempt to find out from them some practical rule or basis which will justify the associations in going ahead.

Last week, this committee called on the Federal Trade Commission for a discussion of the subject, and for the purpose of presenting to the commissioners copies of the Chamber's "Referendum Number 41." Later, for the same

purposes, the committee will call on the Secretary of Commerce and then on the Attorney General.

The referendum in question was submitted to the membership of the Chamber during 1923, and eight propositions, all concerned with the organization and operation of trade associations, were voted on. The official report of the referendum states that 567 organizations filed ballots, that each organization cast as many votes as it had delegates at an annual meeting of the Chamber, and that the number of delegates in each instance was determined by the number of its members, but that in no case were delegates voting less than one nor more than ten.

HOW THEY VOTED

The first three propositions of the referendum were concerned with functions and purposes that are irrelevant to the subject; but the fourth proposed that "Trade associations should continue free from special forms of government control." There were 1,597 votes cast in favor of this proposition, and 86 in opposition. The four other propositions read as follows:

"Statistics of capacity, production, stocks, and sales should be collected by a trade association for its industry or branch of commerce." (1,646 votes were cast in favor, 20 in opposition).

"Statistics of actual prices in closed transactions should be collected by a trade association for its industry or branch of commerce." (1,516 votes in favor, 138 opposed).

"Any interpretation of statistics or other comment which could induce or facilitate concerted action on the part of members should be omitted by a trade association." (1,488 votes in favor, 156 votes opposed).

"Statistics of capacity, produc-



Have You a Family?

If you have one of The Youth's Companion kind full of growing boys and girls, you know not only how much they force you to buy but what a large factor they are in determining what you buy.

The Youth's Companion is read by the boys, girls, fathers and mothers in 300,000 homes. It can create a whole family desire for your product in these homes at one and the same time.

It costs no more to create this whole family desire.



The Youth's Companion

FOR ALL THE FAMILY

Boston

New York

Chicago

Oct. 2, 1924

tion, stocks, sales and prices a trade association should make as available to the public and to government agencies interested in following the course of industry and commerce as to members." (1,331 votes in favor, 287 votes opposed).

There have been rumors of test cases before the courts to solve the problem and define the right of associations to collect and circulate statistical information; but such cases would undoubtedly require many months to reach a satisfactory conclusion. The much discussed Maple Flooring case has been advanced on the calendar of the Supreme Court of the United States, and a decision is expected during October or November; but a decision covering all of the points of the Maple Flooring case will still leave many important questions unanswered.

Therefore, it is hoped by the members and personnel of the Chamber of Commerce of the United States that the work of the special committee, in laying before the Federal Trade Commission, the Secretary of Commerce and the Attorney General the report of the referendum and in explaining the need for more and better statistical information, will result in promptly establishing rules under which the trade associations may develop their facilities for collecting statistics.

Walter M. Lowney Appoints Clifford Wood, Jr.

Clifford Wood, Jr., has been appointed advertising manager of The Walter M. Lowney Company, Lowney's chocolates, Boston. He was formerly with the advertising department of the Lever Bros. Company, Cambridge, Mass., maker of Lifebuoy Soap, Lux and Rinso.

Underwear Account for Wood, Putnam & Wood

The Taunton Knitting Company, Taunton, Mass., maker of Madewell union suits for men and boys, has appointed the Wood, Putnam & Wood Company, Inc., advertising agency, Boston, to direct its advertising. Plans are now being made for a new campaign.

American Florists to Discuss 1925 Plans

The advertising committees of the Society of American Florists and the Florists Telegraph Delivery Association will hold a meeting in New York on October 4. Plans will be discussed for the "Say-it-with-Flowers" campaign for 1925. More than \$750,000 has been subscribed to date toward the million-dollar fund which is being raised for a four-year campaign, according to Fred Millis, counsel of the national publicity committee.

J. A. Kingman Associates with Bartlett Orr Press

John A. Kingman has become sales manager and a member of the executive staff of the Bartlett Orr Press, New York. For the last four years he has been vice-president of the Frank Presbrey Company, Inc. Mr. Kingman also was for a number of years with The Locomobile Company of America as advertising manager.

P. W. Stamps Joins Carton Corporation

Perry W. Stamps has become associated with The Carton Corporation, San Francisco, as an active member of the firm. He has been with the Golden State Milk Products Company for a number of years, first as purchasing agent and, later, as sales manager.

New Cellucotton Product to Be Advertised

The Cellucotton Products Company, Chicago, is planning to advertise a cold cream remover made of tissue paper. A newspaper campaign is now being prepared. This advertising will be directed by Lord & Thomas.

Falk Corporation Appoints M. A. Carpenter

M. A. Carpenter has become advertising manager of The Falk Corporation, Milwaukee, Wis. For the last two years he has been with The Fred M. Randall Company, Detroit, advertising agency, as account executive.

Bradley Knit Goods Account for Henri, Hurst & McDonald

The advertising account of the Bradley Knitting Company, Delavan, Wis., manufacturer of Bradley knit goods, has been placed with Henri, Hurst & McDonald, advertising agency, Chicago.

Concrete Pile Association to Conduct Campaign

The Simplex Concrete Pile Association, Inc., New York, has appointed Rickard and Company, Inc., of that city to plan and direct an advertising campaign.

6 Days Against 6 in Buffalo

Local display advertising figures for August, 1924, audited by De Lisser Bros., Inc., and published on a special card mailed to advertisers by the Buffalo Evening News show

BUFFALO EVENING TIMES LEADS IN LOCAL DISPLAY ADVERTISING

	Lines
TIMES, Six Days (Sunday Excluded) - - -	401,993
News, Six Days - - - - -	398,530

The following are some of the lines in which the Evening TIMES leads the Evening News six days against six, in local display: Automobile—passenger car, truck, tire and accessories; department store; food, grocery and beverage; electrical and radios; musical instruments and others.

Local retail advertisers can always trace results and place their copy accordingly.

Over 95,000 Evening **BUFFALO TIMES** Over 100,000 Sunday
NORMAN E. MACK, *Editor and Publisher*

New York	National Representatives	Chicago
Detroit	VERREE & CONKLIN, Inc.	San Francisco

41 National..

and their preferred

QThe following Radio Advertisers, in scheduling the Chicago allotment of their last national campaigns, placed exclusive or dominant lineage in the Chicago Herald and Examiner:

Acorn Radio Co.	Michigan Radio Corp.
Airex Radio	Marco Meyer & Co.
Airway Elec. Co.	Mid-Kontinent Radio Co.
American Hard Rubber Co.	Mitchell Blair Co.
A. V. Anthony & Co	Nordisk M. O. Co.
Buell Mfg. Co.	Peerblow Mfg. Co.
Central Radio Lab.	Radio Instruments Co.
A. W. Coates	Roll-O Crystal Co.
Cudler-Hammer Mfg. Co.	Ruth Radio Co.
F. L. Duck Mfg. Co.	Shepard-Potter Co., Inc.
Farad Condenser Co.	W. C. Shinn Mfg. Co.
Formica Insulation Co.	Stationers Whol. Sup. Co.
French Bat. & Carb. Co.	Steinrite Lab.
Gold Seal Prod. Co.	Sterling Mfg. Co.
E. B. Harr	Telephone Maintenance Co.
Norman N. Henley	Tri-City Radio Elec. Sup. Co.
Hexnite Co.	Universal Co.
Ideal M. O. Co.	Westburg Engineering Co.
Inland Elec. Co.	Winkler-Reichmann Co.
Lane Mfg. Co.	Workrite Mfg. Co.
Liberty M. O. House	

Chicago Herald

NEW YORK: 1819 Broadway

..Advertisers

Chicago Newspaper

DThe Chicago Herald & Examiner, through its Radio Section, promotes radio as a necessary source of education and entertainment; it acknowledges the importance of radio and gives it an essential place in every home.

Incidentally, the Chicago Herald and Examiner reaches Over a Million prospective buyers of radio equipment every Sunday.



Circulation Is Power . . .

"BUY IT BY THE MILLION!"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Oct. 2, 1924

**Come
On In—**

the results are fine! Manufacturers of the products listed here have obtained such excellent results in past years through exhibiting at The Milwaukee Journal Food and Household Exposition that they have again reserved space for 1924.

"Repeating" in The 1924 Food Show

Alcazar Stoves	Pabst Wonder Cheese
Aunt Jemima	Palmolive Products
Pancake Flour	Peet Soap
Eureka Vacuum	Postum Cereal
Cleaner	Products
Fould's Macaroni	Premier Electric
Gilt Edge Furnaces	Products
Good Luck	Rotary Oil Burner
Oleomargarine	Rub-No-More
Grennan's Cakes	Sar-a-lee Products
Hoover Vacuum	Sichling's Rye Bread
Cleaner	Stewart Ranges
Humphrey Appliances	Sun Maid Raisins
Kellogg's Cereal	Sun Ray Pancake Flour
Products	S. O. S.
Kirk's Soap Products	Thompson's Malted Milk
Kitchen Klenzer	Thor Electric
Kraft Cheese	Appliances
Little Boy Blue Bluing	Torrington Vacuum
Little Bo Peep	Cleaner
Ammonia	Western Electric
Maytag Washer	Products
Mello-Creme Cheese	Vilter Refrigerating
Olivilo Products	Equipment
Old Dutch Cleanser	

The time is October 27 to November 2. Reserve space now! Wire for floor plan and detailed information.

**The Milwaukee
JOURNAL
FIRST - by Merit**

The Blue-Sky Promoter Is Stealing Morale

Investment Bankers' Association Votes Big Campaign to Educate Public

By Roy Dickinson

A MANUFACTURER of radio supplies gave me a new angle on the trouble caused by the men who get workers to trade their savings for worthless securities. This man is making a radio specialty and has a force of twenty-five salesmen on the road. One of the men came from another business where he had been one of the best producers on the sales force. His work in the new business was far below that of other men with less selling experience. The manufacturer couldn't understand his failure. He called him back from the territory for a dinner and talk. It was the manufacturer's problem to find out what was holding the salesman back from making the record he should have produced with his natural ability and his previous experience. It was apparent that something was preying on his mind which had nothing to do with business. In the frank talk which followed the dinner the salesman told his boss the thing which was worrying him.

Soon after he started in the new business a friend of his had sent a salesman to see him who was selling some "pre-listed" oil stock. The stock salesman said that he had come to do the other man a great favor, inasmuch as he would let him have this particular oil stock at 40 cents a share and that as soon as it was listed, which would be in a few weeks, the stock would sell on the first day in the market at at least 70 cents a share and go to \$1 in a very short time. He told about the pool which would push the stock up, of prominent men who had promised to come in on the good thing, and made a very plausible presentation. The other man, who had been approached many times by the ordinary blue-sky promoter, thought that this

was a sure thing. The pre-listed idea appealed to him. After one or two subsequent calls on the part of the stock salesman, he induced his prospect to buy \$6,000 worth of the pre-listed securities upon which he was to grow wealthy. Ever since the purchase he had been waiting for the securities to be listed. But not only were they not listed, but for the last three weeks he had been unable to get any trace of the stock salesman who was so interested in his financial well-being that he let him in on the ground floor. He is still on the ground floor. The elevator which was to take him to the upper regions of financial independence never started to move. He and thousands of other salesmen like him are unable to put their best selling efforts behind radio supplies, canned goods, shoes or automobiles because they are worrying about their savings, which have been inveigled away from them by fake promoters who appeal to the universal desire in the human being to grow rich quickly without much effort.

A TIP FOR SALES MANAGERS

An investigation on the part of the sales manager of any sales force in America would reveal at least two or three men who have been stuck by fake promoters recently, and whose sales efficiency has been impaired because of that fact. It would certainly help cut down some of the billion-dollar loss which goes into the pockets of the blue-sky promoters each year if sales managers once in a while would, in their letters, describe some of the methods of these crooks and suggest sound investment in safe securities to the men who sell merchandise. There must be literally thousands of salesmen in this country at the

Oct. 2, 1924

present time whose morale has been spoiled and whose sales ability has been tremendously handicapped by the fact that they are worrying about money which has been stolen from them by the slick workers who sell blue-sky.

There is also another serious side to this morale question. A workman in a plant who has mortgaged his home to buy stock in an oil well which doesn't exist or a gold mine which beckons to his dreams of wealth across the blue horizon fails to produce as much as a man who owns his home and has his savings in a savings bank or in sound interest-bearing securities. At a time when a continuance of high wages, which mean high purchasing power for the masses of wage-workers, depends upon high individual production, we are allowing thousands of financial bloodsuckers to use all sorts of high-pressure selling methods which result in the loss of purchasing power and the loss of individual production.

BULLETINS HELPFUL

A man can't produce so well when his savings have been stolen from him. He is unhappy and worried. Factory bulletins such as those issued by the Better Business Commission of Buffalo, N. Y., are doing much to warn factory workers against the methods of the unscrupulous promoter. And it is the methods in detail which should be mentioned, whether the bulletin is for the worker in the plant, the salesman on the road or the farmer at his home. It is not sufficient to say, "Put your money in Liberty Bonds, or in good securities"; it is not sufficient to warn the investor to talk with his banker before he makes the investment. The blue-sky promoter knows all these arguments and can beat them on the spot. "Sure," says he, "the banker wants to talk to you before you put your money in anything. He gives you 4 per cent and takes the other 4, 5, 9 or 100 per cent" (depending upon what kind of a security the salesman is selling) "and puts the differ-

ence in his own pocket." These promoters are fond of calling attention to the big bank buildings and to the vast wealth which all bankers are supposed to possess. The promoters claim the bankers steal it from the investor because they put it in speculative securities and their profit is the difference.

When the fake partner scheme can be exposed in bulletins; when the true facts about the banking and investment business can be explained and compared with the methods of the man who wants to make his victim rich quickly, then some good is done. General statements do not carry the weight of specific illustrations in simple language. In the article entitled "The Blue-Sky Promoter Is Stealing Your Sales," which appeared in PRINTERS' INK of May 1, the writer emphasized these facts strongly. In that article it was suggested that the Investment Bankers Association should educate the public to the methods of the blue-sky promoters and talk to prospective investors in words of one syllable, which they could understand. In reply to that article John W. Prentiss of Hornblower & Weeks, who is president of the Investment Bankers Association, wrote as follows:

"The Blue-Sky Promoter Is Stealing Your Sales!" puts the fraudulent security situation in a new and interesting light. Heretofore we have talked a great deal about the fact that perhaps a billion dollars a year was lost by foolish and avaricious people in fraudulent securities. We have not stopped to think, however, that when people, owing to the fact that they want to get rich quick, sink some money in a fake scheme that the money so sunk is lost to legitimate channels of trade, not only investment channels but all channels. It is a great satisfaction to us to have PRINTERS' INK help us."

Mr. Prentiss has gone ahead fast on the plan of educating the public to the value of good securities. At the Investment Bankers annual convention in Cleveland

last week Mr. Prentiss urged the importance of a national advertising campaign to tell people of the mission and aims of the investment banker. In this advertising it is proposed to spend \$250,000 the first year and \$500,000 in 1926. Mr. Prentiss said:

"We all know that one of the quickest ways to get the attention of the public is by advertising. We have all seen great industries built up almost entirely by advertising. We represent a great industry. We have something to sell to the public. In order successfully to sell our goods to the public, we first must sell ourselves, sell the honesty of our business, sell the economic necessity of our business and sell the idea to the public that if they are going to buy securities the first thing that they want to do is to go to an honest dealer in securities.

"I believe that every dollar contributed by any member of this association toward the expense of this advertising campaign will return itself ten-fold to that member. It will improve his standing in his own community. It will improve the standing of the association in the eye of the public and it will save for honest industry hundreds of millions of savings which now are heedlessly and needlessly lost."

The following day the bankers voted to follow the suggestion of their president. The present plans call for an advertising expenditure of \$250,000 for the first year in a list of newspapers and magazines which may be increased the following year to \$500,000.

The convention went on record as approving the work of the Better Business Commissions in their work against fraudulent stock and bond selling schemes and approved legislation to curb the blue-sky promoter.

The bankers also advocated the designation of some one official in each State to enforce the blue-sky laws on the statute books so that responsibility may be fixed. Robert Stevenson, Jr., of Chicago, reporting for the advertising committee, summed up the purposes

of the forthcoming advertising campaign as follows:

"Through advertising, the public can be convinced that one of the purposes of the Investment Bankers' Association is to exert its influence over its members in such a way as to protect the public's money.

"Second, much of the tremendous sums wasted annually through purchase of fraudulent or worthless 'securities' may be prevented; the conversion of an increasing percentage of savings bank depositors into investors can be obtained; the direction of the rising tide of the buyers of securities from non-member banks can be assisted; the education of the public into a sound knowledge of good securities can be expedited."

The bankers approved the use of this educational advertising to protect the public against the blue-sky crooks and thus become the first organized body to accept the suggestion offered by PRINTERS' INK.

APPROVED BY THE PRESIDENT

This action of the Investment Bankers Association is in line with the recent action of President Coolidge on the subject. The President gave his hearty approval to the plan of the New York Stock Exchange to push the campaign against fraudulent operators in stocks and other schemes. As a result of the interest of E. H. Simmons, president of the New York Stock Exchange, machinery has been set in motion which is expected to take on nation-wide scope in the near future. Close co-operation with the National Vigilance Committee and the Better Business Commissions will, it is hoped, lead to quicker convictions of swindlers and longer jail sentences.

With this active approval of the President of the United States, the forward-looking action of the Investment Bankers Association and the excellent work being done locally by Chambers of Commerce and Better Business Commissions it is time that thousands of other organizations and

Oct. 2, 1924

individuals set their shoulders to the wheel to keep it moving so that 1925 may be a lean year for the crooks who steal the workers' savings. When a man has lost a large sum of money because someone has sold him blue-sky he is unable to purchase the goods which manufacturers make. He walks by the retailer's store with no effective means of buying what he sees there. His morale is cut down. Whether he be a salesman or a worker in the plant, his efficiency has been impaired because of the worry which is gnawing at his mind.

Now is the time for every man who manages men in the sales force, for every manufacturer who employs men in the factory, to tell the people who depend upon him for a living how these blue-sky promoters work and how to avoid their snares. It is time that other great organizations got behind the efforts of the Investment Bankers Association, the Associated Advertising Clubs of the World and other forward-looking organizations which are on the job to protect the country against these promoters. And every individual can do his part.

If a circular or letter comes through the mail which on the face of it looks crooked, notify the Post Office authorities about it. Send a copy to Rush Simmons at the Post Office Department, Washington, D. C. Notify your Better Business Bureau, if one is working in your town. Do what you can to warn your friends. Try to get established in your city or town a place where information may be kept on file about the crooked promotion schemes which are now working in your neighborhood. And then when this has been accomplished see what you can do to help spread the gospel of "Before you invest—investigate," by paid advertising in regular space.

Sidney R. Clark in Real Estate

Sidney R. Clark, formerly secretary of the New York Advertising Club, has joined Albert B. Ashforth, Inc., New York, real estate brokers.

R. T. Snodgrass with St. Paul Newspapers

Rhey T. Snodgrass has become advertising director of the St. Paul *Pioneer-Press* and *Dispatch*. He previously was publisher of the Milwaukee *Wisconsin News* and *Sunday Telegram*, and, later, was with the Washington *Herald* in a similar capacity. More recently he has been engaged in real estate work as president of the Herald Harbor Company, Washington. He was at one time president and treasurer of Snodgrass & Gayness, Inc., New York, advertising agency.

Howard Myers, President, "The Architectural Forum"

Howard Myers has been elected president of the Rogers & Manson Company, New York, publisher of *The Architectural Forum*. He fills the vacancy caused by the recent death of Albert James MacDonald.

C. Stanley Taylor and James A. Rice have been elected vice-presidents; Robert Sweet, secretary-treasurer, and Paul W. Hayes, assistant treasurer. Mr. Rice also becomes a member of the board of directors.

F. F. Frothingham Joins Dorrance, Sullivan

F. F. Frothingham has joined the executive staff of Dorrance, Sullivan & Co., advertising agency. He will be located at the Boston office. Mr. Frothingham was formerly general sales manager of the American Felt Company. At one time he was with *The Ladies' Home Journal* as New England publication manager. More recently he has been president of the Boston Belting Sales Company.

New Product Added to Family of Toilet Preparations

Palmers Ltd., Montreal, manufacturer of Minty toilet preparations, is advertising to the Canadian public a new product known as Minty's Ma Cherie Vanishing Cream. The account is handled by the R. Sykes Muller Company Ltd., Montreal, advertising agency.

Chemical Machinery Account for Boston Agency

The Walter E. Lummus Company, Boston, chemical engineering and manufacturer of chemical machinery, has appointed Frank H. Jones, Boston, advertising agency, to direct its advertising account. Technical, trade and foreign publications will be used.

Montreal Jewelers Appoint Ronald Agency

Henry Birks & Son, Montreal, jewelers, have appointed the Ronalds Advertising Agency, Ltd., of that city, to direct their advertising account.

The Story of Philadelphia

3rd in population in the U. S. A.

6583 diversified factories.

43,339 retail stores.

5007 wholesalers and jobbers.

500,000 separate dwellings.

Business is steadily improving.

Can you imagine a better reason for you to look to this attractive market?

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the six months ending March 31, 1924—

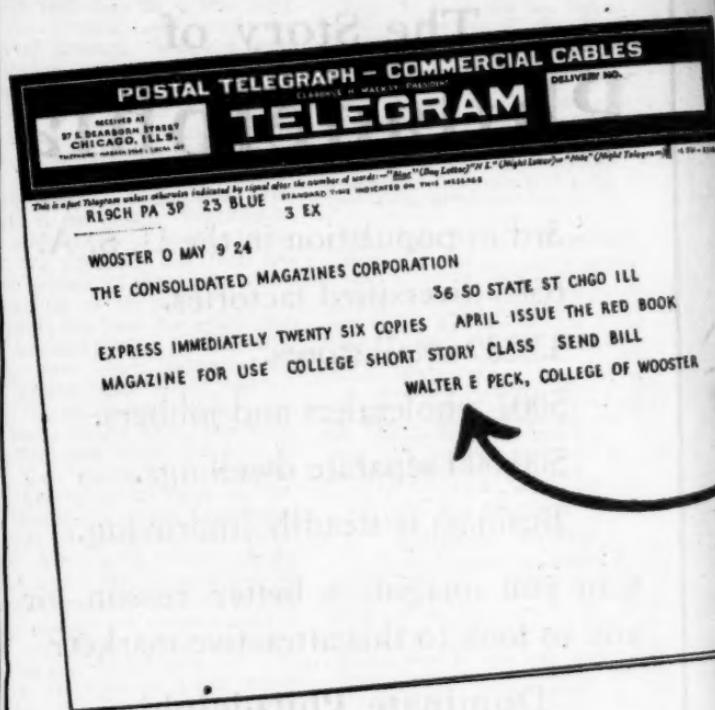
512,445 copies
a day

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Harry J. Wittchen, Verree & Conklin, Inc., 681 Market Street

(Copyright 1924—Bulletin Company)

Oct. 2, 1924.



Miss Mason's story
is also one of
"The Bookman's"
selections of
the ten best stories
published in
the last four months.

Dr. Peck
is Professor of English
and used these copies of
**The Red Book
Magazine**

"for the study
of construction-technique
and unusual skill of
dramatization displayed
in
Grace Sartwell Mason's
story,
'The Closed House'"

Oct. 2, 1921



Cotton is King but there are Others

THE South has learned the lesson of diversification. Today only one-fourth of the South's farming area of about 130,250,000 acres is devoted to cotton.

Strawberries, for instance! The South ships an average of 9,825 cars a year. This year one community alone—in the New Orleans trading zone—shipped 1,808 cars, bringing the growers \$3,801,500.

Incidentally, predictions are being made freely that the cotton crop now being picked and ginned will bring the South practically as much money as last year's value. The estimated value for 1920-21 was \$940,537,360; for 1921-22 it was \$1,053,181,372; for 1922-23 it was \$1,388,606,882, and for 1923-24 it was \$1,658,243,040—a steady ascent for three consecutive years.

No wonder the South is building pretty homes, buying automobiles and has money to purchase *your* product, Mr. Manufacturer!

You can cover the first market of the prosperous South—New Orleans and trading zone—at *one cost* through

The Times-Picayune

FIRST FOR THE SOUTH

"Worked-Out Claims" That Produce New "Pay-Streaks"

What Is to Be Done When the Subject Appears to Be Exhausted, Both as to Copy Ideas and Themes for Novel Illustrations?

By A. L. Townsend

IN the latest advertising campaign for President Suspenders the idea is admirably demonstrated that a subject which may seem to permit of no new angles, no new copy and picture basic themes, can suddenly arise from lethargy and appear in fighting dress.

For more years than it is easy to remember, the advertising of suspenders has been conducted along traditional lines. What could be said about suspenders aside from details of workmanship, a patented device or two, and the fact that they come in exceedingly handy as a means of holding up trousers? When these general arguments had been discussed, the advertiser, however resourceful he might be, was through. Some products, admittedly, were creative, imaginative, filled with advertising promise. Suspenders, no.

The ingredients of long-sustained colorful advertising were not in suspenders and why attempt to hope for them? It was the fault of the product.

The current President Suspenders series controverts this absolutely. A new selling angle, a new approach and a new copy and pictorial field have been uncovered just when it was popularly supposed that none existed. The advertiser takes the health subject and what a pair of good suspenders can do for any man. That what is said is relevant must be admitted:

It isn't the biceps or the muscles of your legs that get flabby and unfit so soon—just your ordinary work gives them a certain amount of exercise and keeps them in shape. It's your abdominal muscles that weaken—that grow soft and out of condition. Every physical director—every physician knows this. This condition is one of the commonest signs of the physical "Middle Age" that

is actually overtaking hundreds of thousands of men in their thirties today.

A thoughtful man is shown at the top of the advertisement, hands pressed against abdomen, as he thinks the subject over. "Here are the muscles that get soft and flabby first," is the caption, and one neatly calculated to make men read on for what the advertiser has to say.

Pictures of suspenders, draped in various ways accompanied by inevitable text as to structural quality and superior workmanship, take second place, as the new argument steps in. Here are new facts to consider about suspenders. Moreover, as belts and their advertising have been gradually transgressing upon the suspender market, the campaign has a dual responsibility which it nicely fulfills.

A quotation appears at this juncture:

"To keep the muscles of the abdomen in condition," says one of the most famous surgeons in the country, "they must be given their proper work to do. They must support themselves. When they are supported at the waistline, drawn in and constricted—they grow weak just as your arm would if you kept it in a sling."

More anti-belt argument, followed by:

These are the reasons why doctors and physical directors today advise not only exercises designed particularly to keep the abdominal muscles hard and fit—but also the wearing of suspenders.

Thus President Suspenders advertising gets away from the conventional advertising of suspenders and brings up an interesting point which has given some manufacturers sleepless nights for a long period: Need a product's advertising, however many com-

The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

The Planters' Bldg., St. Louis



Newspaper
and
Magazine
Advertising

Publicity and
Merchandising Counsel

Oct. 2, 1924

something far more readable in text.

Genius had something to do, in the advertising of Rinso, with getting entirely away from wash tubs and laundry atmosphere, and substituting for it the campaign idea of "Six leading washing machine makers say Rinso is best." It meant advertising another product while advertising Rinso, but what of that?

In a like manner, Lux dropped its traditional copy and illustrations long enough to get across the idea that manufacturers of fine fabrics recommended Lux where the washing of their products was concerned. And, just to give variety to the campaign and the idea, testimonials were garnered from all parts of the world—a Russian Princess, the smart resorts of Switzerland. Mrs. Franz Kreisler, Rodier, greatest living textile designer, and rugs as washed along Tunis streets.

An advertising agency lost a large account recently because it had grown to believe that there was nothing new, nothing original, that it could give this particular advertiser. The agency had put newcomers heroically to work on the account, but it was at last compelled to write this frank confession:

"We are conscientious in believing that there is 'nothing new under the sun' as far as your product is concerned. There are certain things which can be said about it and no more. Dress them in new ways, but there are sharp limitations. We could originate irrelevant 'teasers' and excuses for pictures which have nothing whatsoever to do with this product—but why attempt it? It would not be good advertising. Content yourself with telling the same quiet, sad story, embellished as cleverly as is possible under the circumstances."

A great many advertising men would have agreed with this frank summary of the situation.

But a restless few will not admit defeat. They maintain that there is always a new appeal, a new basic idea, a new yet legiti-

mate atmosphere for any product, however much it has been advertised over a long period of years.

Often it has to do with the product itself or some interesting development at the factory, in the packing room, etc. It's a matter of searching everywhere long and hard.

P. B. Ingraham Becomes Publishers' Representative

P. B. Ingraham, who has been advertising manager of *PRINTERS' INK* and *PRINTERS' INK MONTHLY*, has resigned to establish his own business as a newspaper publishers' representative, with headquarters in New York. Previous to his seven years' connection with the *PRINTERS' INK* organization he was associated with Dan A. Carroll and Paul Block, Inc.

Toy Account for Sugden Agency

The American Flyer Company, Chicago, national distributor of Structo toys, made by the Structo Manufacturing Company, Freeport, Ill., has appointed the Sugden Advertising Company, Chicago, to direct the advertising of Structo hoisting toys, a new structural toy.

Curling Irons Advertised in Trial Campaign

The Midland Electric Manufacturing Company, Chicago, is conducting a trial campaign on curling irons. This advertising is appearing in several cities. The H. W. Kastor & Sons Company, Chicago, advertising agency, is directing this campaign.

R. C. Powell Elected Officer of Larchar-Horton Agency

Robert C. Powell, director of the trade development department of the Larchar-Horton Company, Providence, R. I., advertising agency, has been elected vice-president and a member of the board of directors.

Johnson & Johnson Appoints J. Walter Thompson

Johnson & Johnson, New Brunswick, N. J., have appointed the J. Walter Thompson Company, Inc., New York, to direct the advertising of its baby powder.

H. A. Tarantous with Newmark Agency

H. A. Tarantous has joined the staff of *J. H. Newmark, Inc.*, advertising agency, New York. Until recently he was managing editor of *Motor*, with which he was associated for nine years.



Shopping simplified

WHETHER she wants a fur coat or a perambulator, an underthing or a new davenport, shopping is a very simple matter for Mrs. John Citizen of Indianapolis.

She doesn't have to window shop, or wander endlessly through miles of aisles, or buy every issue of every Indianapolis paper for a week to find what she wants.

Her evening News tells her everything. Every issue of The Indianapolis News carries the *unabridged* offerings of all Indianapolis retailers.

And the place where the retail advertising is, is a mighty good place for the national advertising to be, too.

The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

First in advertising volume, because first in results

Oct. 2, 1924



He knows that the new idea in machinery or shop methods—the new idea which will show him how he can make his product better, cheaper, or faster—almost invariably makes its first appearance in American Machinist.

Sell him *your* machinery

—while he's thinking about new machinery

NINE times out of ten, the man who buys *your* machinery reads American Machinist.

He is the man who is responsible for production in the plants that turn out automobiles, adding machines, electrical machinery—in fact everything the metal-working industries make.

When he reads his copy of American Machinist he isn't reading to while away time. He's reading for profit. He's thinking of new machinery. He is on the hunt for the new idea in machinery or shop methods which will show him how he can make his product better, cheaper, or faster.

He knows that the new idea in machinery or shop methods almost invariably makes its first appearance in American Machinist.

He knows that for 45 years editors and advertisers have filled the pages of American Machinist with valuable information on up-to-date machinery and improved shop methods—just the information he needs to help him make his product better, cheaper, or faster.

This is the information he expects *and gets* from American Machinist.

Sell him *your* machinery while he's thinking about new machinery—while he's reading American Machinist.

The 15 McGraw-Hill engineering, industrial and merchandising publications serve the men who buy in the following fields:

Electrical: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

Construction and Civil Engineering: Engineering News-Record.

Mining: Engineering & Mining Journal Press, Coal Age.

Transportation: Electric Railway Journal, Bus Transportation.

Industrial: American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.

Engineering in Spanish-Reading Countries: Ingenieria Internacional.

American Machinist

A. B. C. *A McGraw-Hill Publication* A. B. P.

Tenth Avenue at 36th Street, New York

Oct. 2, 1924

*An old saying and true*Straw No. 6
1924 Series

STRAWS show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising. The Chicago Evening Post carried less medical advertising than any other paper in Chicago, and the total receipts from installment houses would not pay for the ink to dot the i's in a single issue.

But there are many lines of high-grade advertising from which The Post receives more advertising than any other Chicago daily paper—morning or evening. And there are several very high-grade lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

Straws No. 1 and No. 2 gave you the figures on lines of advertising of which we carried more than all the other Chicago papers combined; Straw No. 3 a line in which we exceeded all other Chicago daily papers; Straws Nos. 4 and 5, lines in which we carried more than any other Chicago evening paper.

For Straw No. 6 we will take bank advertising. Who should know better than the local bank the class of people reached by the local papers? The Chicago banks used from over 20,000 to over 100,000 lines more advertising in The Chicago Evening Post than in the other Chicago evening papers. The figures:

POST	260,931 lines
News	240,482 "
American	174,786 "
Journal	155,105 "

These figures are furnished by the Advertising Record Company, an independent audit company.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

**The Chicago
Evening Post**

"Chicago's Best and
Cleanest Paper"

Is Thrift a Weak Appeal in Selling a Bank's Savings Department?

Fixing a Definite Objective and Advertising It Is More Profitable Than Selling Only the Idea of Thrift

By Dana Hubbard

IS it overstating the case to say that there is no end to the bank's market in selling its savings department, that the field is universal and practically without boundaries? As an unqualified assertion such a statement is probably open to challenge. Yet in one month recently a bank located several hundred miles inland received forty savings accounts from Germany. In the same city another bank opened a savings account for a man who had long since passed the octogenarian mark. Such incidents emphasize to the custodian of savings the pettiness of such obstacles as time and distance.

Today bankers are turning more and more to the merchandising of savings accounts—to actual selling practice which naturally includes advertising and other forms of promotion. "Banking methods and the methods of developing business have undergone great changes recently," said a Chicago banker the other day. "Now we have to go after business. We don't meet it half way. We must go the whole distance. Therefore we advertise." And in their advertising bankers are stressing their savings departments for sound reasons. First, practically everyone in the community is a prospect for the savings department. The market actually is all but universal. And secondly, the depositor who visits the savings department regularly has at last been definitely "spotted" as the great potential feeding ground for the other departments of the bank.

One of the first questions that anyone interested in marketing must ask himself after learning all that he can about the product is, "Who can buy what I have to sell and how can I reach these

buyers?" Safety deposit boxes, the commercial department, the bond department or the trust department—all these for one reason or another can appeal to only a few individuals. Not so with the savings department. Nearly everyone is a prospect. The whole community, beginning with children of grammar school age, represents the market. The banker in that respect is fortunate, for he knows without much of any research who can and should become his savings department customers.

"To sell the service of some one bank to the public is about the hardest selling job there is," J. M. Case, manager of the Business Extension Department of the Dime Savings Bank of Detroit, said to *PRINTERS' INK* recently. "What the banker has to sell is strictly a service and not a material commodity that can be displayed before the eyes of the prospective purchaser, wrapped into a package and handed to him in exchange for a certain amount of money. Generally all banks have the same line to offer and the price is the same in every way. Consequently the result has been that bank advertising has been almost entirely devoted to thrift propaganda—urging the practice of thrift and the opening of a savings account."

THRIFT APPEAL TOO ABSTRACT

In itself thrift ranks low in the list of selling or advertising appeals, bank promotion men now agree. It is an abstract thing, somewhat tarnished and unpopular because usually it is neither an easy nor a convenient habit to practice. The man with no savings account or with one which remains so small that it is not an asset to the bank needs to have

Oct. 2, 1924

something advertised to him which has more teeth in it than thrift, something more definite than the slow accumulation of money and a real objective to offset the counter objectives which eat up his weekly pay envelope.

The Dime Savings Bank, Detroit, within the last few months has virtually made a "leader" out of a savings plan to buy \$1,000 on easy payments, advertising this in large space and merchandising the plan with all the intensity of a food product or automotive accessory manufacturer. It calls for systematic deposits over a period of from one to four years, not a new idea by any means, but one which is the aim of every savings department to see put into effect.

When a prospective depositor clips and mails the coupon which is part of each newspaper advertisement for the Dime Savings Bank he receives a folder which holds out as a goal to him not the mere accumulation of \$1,000, but that amount as the first payment on a home, the opportunity to start in business for himself, the long-cherished automobile, a grand piano, an educational fund for children or some other tangible thing desired by most men and women. Besides this there is a "radio record," as a selling help, a small record which will play on any phonograph and which tells how to get the \$1,000.

"We tried the plan out for sixty days with advertising only to see whether or not it could be sold to the public," Mr. Case explained. "It was announced with full-page advertisements in all local newspapers and backed up by bulletin-boards and street-car advertising. The result was that between 500 and 600 people came to the bank and opened 'Buy \$1,000' accounts in this first period of sixty days. Being satisfied that the plan had the right appeal, we inaugurated an employee sales contest, and within the next sixty days lined up \$2,000,000 additional.

"The interest in this new type of account did not wane materially after the contest closed and new accounts came in daily.

Making this plan a 'leader' for our savings department, we have continued to advertise it extensively and continuously with the result that our advertising has not only produced more than the average of publicity and goodwill, but we have cashed in with direct results that otherwise would not have been forthcoming. This type of account is an exceptionally desirable account for both the bank and the depositor. It makes a consistent saver of the depositor and enables him to accumulate approximately 200 or 300 per cent more money than he would deposit in a regular savings account. The percentage of close-outs is but one-half that of regular savings accounts. The plan is of course advertised and kept before the public in a variety of ways."

ALTERNATIVES FOR THRIFT

Some of the other more familiar methods of replacing the usual preaching on the virtues of thrift with practical and definite objectives take the form of Christmas and vacation clubs and definite purpose accounts. The names by which these are called may appear to amount to little, but to the prospect they mean everything. All have their basis in the merchandising tenet that a man will forego present demands on his purse for the sake of future needs, only when the goal is made to appear worth the winning. Many banks situated in industrial centres are making "leaders" of the pay-day savings club idea which virtually takes the bank right into the factory and shop. The Continental & Commercial Banks of Chicago merchandise their savings department indirectly through what they call Service Stations. The Service Station is simply a desk in the bank where a competent man will analyze the personal finances of any individual who chooses to come to him, suggesting just how the individual should spend and save his money. Each case calls for and gets individual diagnosis and treatment. Naturally the bank looks for additional savings



© Vanity Fair

MANAGING THE HOUSE

is your merchandise mentioned here?

In daily conferences with the cook she arranges her menus and decides on the purchases of food. (And she spends from \$1500 to \$5000 a year on food alone.)

She sees that her linen closet and silver chest are well stocked, and replaces anything that shows the slightest sign of wear.

She provides her servants with every modern labor-saving aid — a washing machine, electric iron and ironer, dish-washer, vacuum cleaner, etc. Every now and then she buys some new electrical device — a toaster, chafing dish, fan, percolator, electric pad, hair curler or hair dryer.

Her home must run smoothly, and its equipment is as up-to-date as that of her husband's office.

Who are these people who live in such luxurious modern fashion? The readers of Vanity Fair. The finest advertisers use its pages to reach them.

VANITY FAIR

One of the Condé Nast Group

Oct. 2, 1924

business in return for the help that it renders, but there is no obligation in making use of the Service Station. These stations are advertised consistently and have proved popular.

F. D. Conner, manager of the Business Extension Department of the Illinois Merchants Banks of Chicago, who has spent twenty years in bank-promotion work, is authority for saying that most bankers have yet to incorporate real salesmanship into their organizations. "Nearly every city bank can well afford to maintain a sales department, and it would be a big thing if it would establish one and call it by that name," he says. "Banks today need to think more in terms of sales. They need as a group to put more time and study into the getting of business and the analyzing of their present business. In getting business the savings department stands out as the starting ground for all promotion, a department which can be profitable in itself and which has tremendous possibilities as a feeder for the other departments. The man who shows that he can save consistently is on the way to buying bonds, opening a commercial account and renting a safety deposit box. If the bank's service is what it should be, he ought to do this additional business right where he has his savings account. After all, the modern bank is nothing more than the department store of finance wherein each department should feed business to the others.

"Merchandising the savings department will not be a well-rounded job until bankers pay more attention to detail in developing the satisfactory accounts that this department has obtained and kept. By one plan or another the bank must sell the depositor an idea, the idea of systematic saving, which is most effectively put across when the bank offers a definite objective calling for compulsory payments at regular intervals. Coaxing, not driving, is what I mean. The last step of merchandising the savings account is graduating it into new

classes. That means more analysis, more reminder advertising, more selling, knowing what departments of the bank the depositor is already using, what departments he really can use and selling the depositor on these other departments by personal solicitation and direct mail. Then you have completed the cycle of getting the account, keeping it and developing it, which, after all, is the essence of merchandising the savings department."

BANKS ON SAME PLANE

Without advertising, all banks are placed on what is tantamount to a dead level. Even with advertising which offers to sell prospective savings depositors only the intrinsic qualities of the bank, there cannot be great progress. Something additional is necessary. First comes a plan, a plan which is really some form of compulsory saving interpreted to the customer through advertising as comfortable saving. That advertising will talk of the extrinsic qualities of saving, of the objective which is actually attainable, of castles in Spain which are real instead of fanciful. It will make "leaders" of plans just as the manufacturer or retailer makes leaders of pieces of merchandise, and all through this advertising will run the thought, the realization that thrift by almost any other name sounds twice as appealing.

Getting the business is the first step to be taken by the organization of a sales or business extension department along real sales lines and general advertising. After the new account is opened bankers are finding that they must organize to keep it and then develop it. That calls for more advertising — this time reminder advertising — and more selling. When the banker has built into his business the ideas of getting, keeping and developing accounts and has put the prospect's viewpoint into his advertising he has just about completed his merchandising cycle. There may be loopholes, but basically the plan is sound.

O Y E Z !

DURING the first nine months of 1924 *Cosmopolitan* gained more lineage than the combined gain made by three of its contemporaries in the monthly magazine field.

<i>Cosmopolitan's</i> gain	28,919
Number One's gain . . .	12,245
Number Two's gain . .	5,097
Number Three's gain . .	4,493
	— 21,835

Cosmopolitan's Surplus 7,084

The showing compared to the entire monthly magazine field is even greater in *Cosmopolitan's* favor, and is particularly significant because it indicates the present and future trend. Ask for the 1924 figures if you want the true picture of what is happening in the magazine field.

Cosmopolitan 35¢

Cosmopolitan by concentration of circulation in the Primary Market logically becomes a Primary Medium.

Oct. 2, 1924

How Business Adva —and “Lineage” —

Business is best in Chicago for those who go after it in the best way.

The famous “loop” department stores have proved this—first, by increasing the total volume of their newspaper advertising from 9,035,700 lines in the first eight months of 1923 to 9,214,973 lines in the first eight months of 1924; second, by placing the greater proportion of that increase in the newspaper that already carried the preponderance of this advertising—The Chicago Daily News.

Here are the figures, in agate lines, from January 1 to August 31, 1924, and 1923 for the loop department stores:

The Chicago Daily	1924	1923	Gain and Losses
News.....	3,125,504	2,973,163	152,341 gain
The American	1,438,730	1,339,460	99,270 gain
The Daily Tribune	1,142,872	1,046,885	95,987 gain
The Journal	1,032,658	959,577	73,081 gain
The Daily Herald-Examiner	467,900	430,959	36,941 gain
The Post	412,119	421,077	8,958 loss
The Sunday Tribune.....	1,019,746	1,158,178	138,432 loss
The Sunday Herald-Examiner	575,444	706,401	130,957 loss

From which it appears that the loop stores increased their total advertising in 1924 by 179,273 agate lines. Of this total net gain The Chicago Daily News gained 152,341 lines—over 85 per cent—and 53,071 more lines than were gained by its nearest competitor in this classification.

THE CHICAGO D

First in C

NOTE—Figures supplied by the Advertising Record Company

Advances Its Lines —in Chicago

The same condition—in a degree even more emphatic—is indicated in the advertising of the "outside the loop" department stores. In this classification The Chicago Daily News carried 1,074,127 lines of the total volume of 1,974,899 lines—173,355 lines more than all other papers combined.

Here are the figures, in agate lines, from January 1 to August 31, 1924, and 1923 for the outlying department stores:

The Chicago Daily	1924	1923	Gain and Losses
News.....	1,074,127	917,688	156,439 gain
The American	374,311	375,695	1,384 loss
The Journal	82,960	75,600	7,360 gain
The Daily Tribune	6,302	10,241	3,939 loss
The Daily Herald-Examiner	2,828	4,513	1,685 loss
The Sunday Tribune	231,573	206,480	25,093 gain
The Sunday Herald-Examiner	202,798	170,883	31,915 gain

From which it appears that in this classification The Daily News gained 156,439 lines—while all the other Chicago newspapers, daily and Sunday combined, gained but 64,368 lines. The Chicago Daily News' nearest competitor in this field lost 1,384 agate lines.

This distribution of advertising in Chicago by the world's foremost merchandising and advertising experts claims the thoughtful consideration of all who do business, or expect to do business, in the great and prosperous Chicago market. It indicates the substantial "reasons why" that make

DAILY NEWS
Chicago

Oct. 2, 1924

Oklahoma's crop wealth

In relation to other states in this year's crop values Oklahoma ranks:

<i>1ST broom corn</i>	Value	\$7,480,000
	Increase	\$1,921,000
<i>2ND cotton</i>	Value	\$140,115,000
	Increase	\$48,355,000
<i>3RD wheat</i>	Value	\$58,253,000
	Increase	\$24,494,000
<i>5TH income increase</i>	Cash Sales	\$290,000,000
	Increase	29%

12th in Corn: crop value, \$73,000,000; increase, \$40,000,000

13th in Barley: value, \$2,612,000; increase, \$625,000

14th in Oats: value, \$15,678,000; increase, \$3,288,000

The United States' income from crops for the 1924-25 season is up only 3% above last year.

while

Oklahoma's expected gross sales income for the same period has increased

29%

and

Oklahoma's total crop value on the farm is \$470,000,000, an increase above 1923 of

66%

Advertise in Oklahoma this fall and winter where business conditions are 100%.

THE OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS

Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

The Oklahoma Farmer is now consolidated
with the Oklahoma Farmer-Stockman

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco.

Another Market Survey That Has Wide Application

An Analysis of Electrical Sales That Is an Indicator for Other Goods

*Washington Bureau
of Printers' Ink*

SO far as an accurate knowledge of the capacity of markets is concerned, the field of electrical equipment has differed only slightly from that of most other manufactured lines. For many years, the electrical manufacturers have known that communities which buy relatively small quantities of appliances could, by the application of proper selling methods, be made better markets, but they have had nothing in the nature of a guide by which they might determine the possibilities of market expansion in a given territory, or how much and what kind of selling effort a territory might justify.

This is explained by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce, in the foreword of "Domestic Market Possibilities for Electrical Merchandising Lines," which is number nine of the Bureau's Trade Promotion series of bulletins. And the foreword continues:

"With this in mind, the Electrical Equipment Division and the Domestic Commerce Division have brought together those factors for each State which influence the buying of electrical appliances and have endeavored to set up on this basis a proportionate quota for each State. It is believed that this information will be of interest and value to everyone concerned in the marketing of electrical household appliances."

The survey covers the so-called electric merchandising lines used in the household and sold by retail or by the individual. The merchandise includes electric irons, ranges, toasters, percolators, kettles, radiators, special heating devices, washing machines, fans, vacuum cleaners, lamps, flashlights, bell transformers and the like. The information from which the various factors were developed

was secured from publications of the Bureau of the Census, the Internal Revenue Bureau, the Automobile Chamber of Commerce, and from the files of the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce.

One of the greatest general values of the bulletin is that it defines and explains the factors used for arithmetical percentages. It individually discusses the ten different ratios used in arriving at the conclusions of the report, presents a summary of the final results of the survey for each State, and a table showing the development of the total population factors used.

FACTS VALUABLE IN MANY LINES

Another important value of the survey appears to be the adaptability of much of its information in working out sales quotas for other lines. In numerous instances the purchasing power for other goods, indicated by the tables of population statistics, is obvious. And there is little doubt that many sales and advertising managers will be able to establish a relation between the sales volume of their own goods and that of electrical specialties, thus furnishing a means of measuring the potentiality of various markets for their merchandise. The subjects of the various statistical tables follow:

Development of the Total Population Factor, Development of an Equivalent Native White Population Factor, Development of the Urban Population Factor, Development of Factor for the Number and Average Size of Families, Development of Factor for Unencumbered Homes, Development of Factor for Registration of Passenger Automobiles, Development of the Total Income Factor, Development of Factor for Residential Electric Light Consumers, Development of the Fac-

tor for Installed Kilowatt Capacity, Development of the Factor for Kilowatt Hour Generation, and Summary of the Ten Developed Factors.

Copies of "Domestic Market Possibilities for Electrical Merchandising Lines," Trade Promotion Series—No. 9, may be secured at five cents each by addressing either the Domestic Commerce Division of the Bureau of Foreign and Domestic Commerce, Washington, D. C., or the Superintendent of Documents, Government Printing Office.

Johns-Manville Advertises Canadian-Made Products

Canadian Johns-Manville Ltd., is using quarter-page newspaper space throughout Canada to announce the opening of a new factory at Asbestos, Que. The advertising states that the company will manufacture insulating materials, fire-proof roofings and shingles from Canadian asbestos, in a plant covering 4½ acres and developing 2,500 horsepower. According to the copy this means that mining, manufacturing and sale of Johns-Manville Asbestos in Canada becomes entirely a Canadian proposition.

Death of Houghton W. Collart

Houghton W. Collart, manager of the advertising copy and art service department of The Penton Publishing Company, Cleveland, died recently in that city. He had been with the Penton company for the last seventeen years. Mr. Collart was chairman of the committee which wrote the "Handbook for Business Paper Advertisers" for the Associated Business Papers, Inc. He was forty-one years of age.

J. T. Beatty Joins S. S. Koppe & Company

J. T. Beatty has joined S. S. Koppe & Company, Inc., publishers' representatives, New York. He was formerly with Hewitt, Gannon & Company, Inc. More recently he has been with Smith, Sturgis & Moore, Inc., as an account executive. At one time Mr. Beatty was with the Havana office of the General Electric Company of Cuba.

Brooks Company Advances R. C. Hill

Robert C. Hill, New England district manager of the Brooks Company, New York, manufacturer of filing equipment, has been advanced to the position of general sales manager.

Kenneth O'Mara has been appointed advertising manager. He was formerly with the New York Sun.

Building Trade Publications to Be Merged

Building Age and *The Builders' Journal*, *National Builder* and *The Permanent Builder* are to be consolidated. The combined publication, which will be published by the Building Age Publishing Corporation, New York, will be known as *Building Age and National Builder*. The first issue will appear in November.

Building Age was founded in 1879. It was consolidated with *The Builders' Journal* in 1922. *National Builder*, which is published at Chicago, was established in 1885. *The Permanent Builder*, also a Chicago publication, was first published in 1920.

The officers of the Building Age Publishing Corporation are Frank Meyers, president; William C. Shaughnessy, vice-president, and David Meyers, treasurer. David Meyers also will be business manager of *Building Age* and *National Builder*.

Elmer E. Smith, Louis D. West and H. P. Sessions, of the staff of *National Builder*, will continue with the *Building Age* and *National Builder*. The publication will be represented as follows: East, Mr. Smith and J. H. Revett; Central West, working from Cleveland and Detroit, Mr. West and W. G. Young; West, Mr. Shaughnessy and Mr. Sessions, and Pacific Coast, W. A. Douglass.

Advertise Packaged Almonds

The California Almond Confections Company, of Long Beach, Calif., is packing almonds in small tin containers to sell at retail. It has recently made application for registration of the trademark "All-Sweet Toasted Almonds." An advertising campaign for this product is being carried on in Pacific Coast territory. William Prentiss, Jr., director of sales and production, informs PRINTERS' INK. An Eastern distributing office has recently been opened at Philadelphia under the management of Charles P. Lyman.

Edward O'Fallon, Jr., Joins Florida Real Estate Firm

Edward O'Fallon, Jr., has been appointed advertising director of the Hollywood Land & Water Company, Hollywood, Fla., and its subsidiaries. He was formerly with the D'Arcy Advertising Company, Inc., St. Louis. Later, he was with the advertising department of the Mergenthaler Linotype Company where he was editor of "The Linotype Bulletin."

Hendersonville "Times" Appoints R. H. Mills

Richard H. Mills has been appointed advertising manager of the Hendersonville, N. C., *Times*. He was formerly engaged in advertising work in New Bedford, Mass., and, more recently, at Atlanta.



FURTHER PARIS APPROVAL *... expressed in francs*

HERE is a complete section of advertising from Paris houses in the October Harper's Bazar. Almost every important Paris establishment is represented. Paris has thus further endorsed its approval of Harper's Bazar, as the fashion authority of America in the most convincing way. Paris says it with francs.



And the reason that these Paris houses advertise in Harper's Bazar is the reason why American advertisers use it so generously: Because Harper's Bazar appeals to the most fashionable women of America.

Harper's Bazar

2/- IN LONDON

50c

6 fr. IN PARIS

Oct. 2, 1924

Herbert L. Bridgman Dead

HE was Bridgman of the *Standard Union*, Bridgman of Carlton Avenue. . . . But he was also Bridgman of the polar expedition; Bridgman, the backer of Peary; Bridgman the tropical explorer and mountain climber; Bridgman the lecturer, educator, patron of museums, writer of books, regent of the State University."

This is but part of a tribute to the memory of Herbert L. Bridgman, business manager of the Brooklyn *Standard Union*, who died at the age of eighty on board the United States naval training ship *Newport* on September 24.

"A scholar and a gentleman—yes, but more; a romantic adventurer, with a life that read like a novel; at eighty, a man with the heart of a boy. He died sailing the seas he loved so dearly."

These two quotations are taken from an advertisement of A. I. Namm & Son in Brooklyn and New York Sunday newspapers of September 26. Written by Major B. H. Namm, who knew and admired Herbert L. Bridgman, they convey in brief space the picture of a varied, rich and active life.

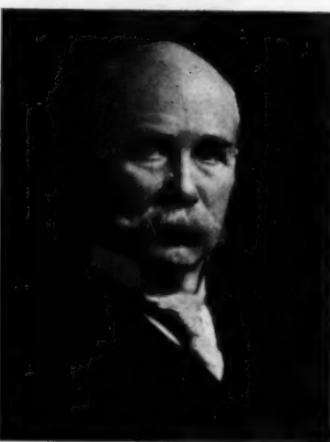
The newspapers of the country already have carried detailed accounts of the interesting and colorful life of Bridgman of world-wide acquaintance in news columns and editorial pages. PRINTERS' INK wants to dwell here on Bridgman of the publishing world.

He saw sixty years of service in the newspaper field. His first work was with the Springfield *Republican*, where he became city editor. Then he went to the Associated Press, the New York *Press* and the New York *Tribune*. It was thirty-five years ago that he became business manager of the Brooklyn *Standard Union*.

As business manager of the old New York *Press* he came to know the old-time advertising agents. George P. Rowell, the founder of PRINTERS' INK, counted Bridgman as his friend. So did J. Walter Thompson and W. W. Sharpe, and

a large number of others as well.

When Robert F. R. Huntsman became president and publisher of the *Standard Union*, Bridgman already was business manager. Huntsman saw in the manifold activities of Bridgman a strong asset to the publication—an asset that humanized the newspaper and brought friends, new blood and new thoughts. It was Huntsman who constantly encouraged Bridgman to continue in his life of



HERBERT L. BRIDGMAN

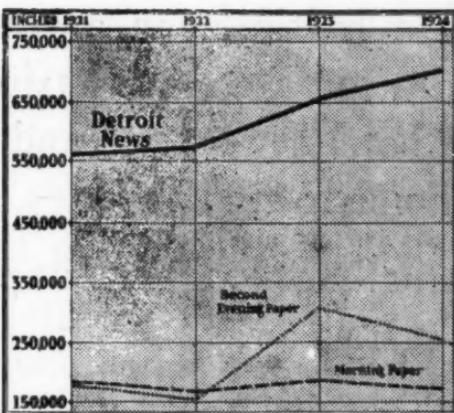
world-wide contact and friendships.

At the *Standard Union* offices, both editorial and business, Bridgman was regarded as an encyclopedia. "He could take home a bundle of out-of-town newspapers in an evening," says a co-worker who knew him well, "and return the next day with leads on stories concerning former Brooklyn people that anyone without his marvelous memory and background of Brooklyn would miss entirely."

Other newspapers of the country honored him. The American Newspaper Publishers Association, made him president for three terms. At the time of his death he was chairman of the New York Publishers Association, an office to which he had been elected over a number of years.

Increasing Leadership

*Detroit News Leads Second Paper
By 452,000 Inches
During First 8 Months of 1924*



The curves shown here represent the total volume of advertising carried by each paper.

This graph portrays the relative standing of the three Detroit week-day papers for the first 8 months of each year since 1921. Note that The Detroit News in 1921 led the second paper by 372,000 inches. This year the divergence has been widened with a lead of 452,000 inches over the second paper. Note also that while the line representing News advertising volume in 1924 is still climbing, those of the other two papers are descending. The Detroit News, which is leading all other American newspapers as well as its contemporaries in its own field, has attained these remarkable achievements not only because of the wonderful prosperity of Detroit but also because of its ability to cover Detroit thoroughly and so much of it exclusively. No other city of Detroit's size is covered so thoroughly by one paper as Detroit is by The News.

The Detroit News
Greatest Circulation Weekday or Sunday in Michigan

Oct. 2, 1924

If Hotel News Stands

¶ When a Baltimorean away on a vacation or on a business trip goes up to a hotel news stand and looks for a "home-town" paper—

¶ It's usually one of the Sunpapers that he carries away.

¶ He's been brought up on the Sunpapers and if he's the same as most other men from Baltimore, he learned what "S-U-N" spelt long before he solved the mystery of "C-A-T."

¶ They begin to read the Sunpapers early in this town of ours, and the habit sticks through life. Morning, evening and Sunday a copy is delivered at Baltimore's front door and whether there's a mat saying

Could Talk

"Welcome" at that door or not, the Sunpaper's welcome is assured.

¶ Not many in numbers—but our out-of-town news stand sales are significant. Here at home we take more pride in the fact that the greater part of Sunpaper circulation is through carrier delivery direct to the home.

August Average Net Paid Circulation:

Daily (M & E)	241,570
Sunday - - -	176,873

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.,
New York

GUY S. OSBORN
360 N. Michigan Av
Chicago

*BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"*

Oct. 2, 1924

JOHN DONNELLY & SONS
BOSTON, Mass.

You can
reach Boston's
population by

Standardized
Painted Outdoor Advertising

2,000,000, in a radius
of within 20 miles

A CENTER OF
INDUSTRY
& EDUCATION

For Boston or nation-wide campaign information
write Secretary Painted Outdoor Advertising Association, Custer Ave., Detroit, Mich.



Letters Made More Resultful by Effective Layouts

Removing the Drab Appearance from Form Letters Increases Returns

By W. B. Edwards

THE window dresser who has studied his medium will tell you that the layout problems of an advertising page and those of a window are quite similar. Likewise, the form letter does not present layout difficulties that are all peculiarly its own. In fact, the selfsame principles of layout that have been found so effective in publication advertisements can frequently be applied to form letters with equally favorable results.

It is always well to remember, in any advertising work, that text can be monotonous to the eye where there are large areas of it. This monotony repulses the desire to read. That is the reason for the existence of the layout man. Why shouldn't his services be extended to the form letter?

A simple improvement over the ordinary form letter arrangement is the plan of segregating the main essentials by the expedient of indentation. Take the letter which summarizes a number of talking points, these paragraphs being preceded and followed by others of a more general character. The talking points may be all run into a single paragraph, or perhaps divided into two paragraphs, with the regular paragraph margins.

That is the common method.

But suppose these talking points are set off from the main body of the letter by indenting them further than the paragraph margins. They immediately take on a more important aspect. The eye is promptly attracted to them because they are different from the main body of the letter. Perhaps, in addition to the extra indentation, each talking point is numbered. This not only gives an impression of orderliness, thus adding to the readability, but also attaches still greater importance

to them. The reader knows that here is the meat of the letter and if the talking points are sufficiently attractive they will not fail to induce him to read the remainder of the text.

A step beyond this plan of laying out the form letter is the idea of indenting the first two paragraphs an inch or more beyond those that follow. The purpose here is to aid these two paragraphs in their mission to capture attention and lead the eye and mind to what succeeds. The type of indentation used in this connection may vary. Only the left-hand margin or both margins may be indented.

JUGGLE THE MARGINS

As a matter of fact, this plan of indentation is capable of hundreds of variations. By judicious indentations, as already shown, a paragraph or paragraphs can be spotlighted so as to stand out from the rest of the letter like a sore thumb. It may be the first paragraph, or the last, or any paragraph in between. The prime thought to bear in mind is that it is not necessary to make the form letter appear cold and rigid. Juggling the margins will work wonders and it does not require a great amount of skill.

Another method of removing the drab look from form letters is to arrange the paragraphs and sentences so that they carry out the spirit of the text. In other words, instead of following arbitrary rules when breaking up the text into paragraphs, see what can be done along the lines of laying out sentences in a manner suggesting the spirit of the message.

Consider the text which has a number of dramatic pauses. Why is it not a good idea to make each one of these pauses distinct from

Oct. 2, 1924

the rest of the letter? Here is an example:

There's only one way to get rid of the bill-collector who calls in person
—pay him.

There's only one way to get rid of the fellow who collects by mail
—pay him.

There's only one way to get rid of me
—pay me.

Just think of what a relief it will be to you to know that from the day after you mail your check you won't receive another "come across" letter from me.

The amount is only \$.....

Thanks.

This plan can be employed in innumerable ways. An offshoot of it is the letter which has the first word of each paragraph on a separate line. Of course the initial word each time should convey a meaning in the letter which warrants displaying it in this bold fashion. It should be an emphatic, dramatic or spectacular word that will tie up the paragraph it starts with what preceded it and induce the reader to peruse further as well. Related to this is the idea of having just a single word for every other paragraph. The following letter shows how it is done:

Do you have a mailing list?

Good!

Let us know how many names you have so that we can co-operate with you in selling the Silks to every woman in your vicinity who is likely to buy silks.

How?

Simply by having you tell her the same story we have been telling you. We make this easy for you by giving you as many booklets, like the enclosed, as you need to go round your list. That will mean a lot of additional business for you.

Why?

Because it will make your store known as the silk store of your community. Surely that is a reputation worth working for. You agree with that, don't you?

Fine.

Then read the booklet. Put yourself in your customers' place and see whether it does not tell a convincing story. The merchandise envelopes, booklets, signs and other selling helps will be forwarded as soon as possible after you take the agency. There is just one time to do this and that is—

Now.

Still another layout idea that can be successfully applied to form letters is that of printing the entire letter on one side of the page. When this is done the left-

hand margin is near the centre of the sheet and the right-hand margin is way over to the right. That leaves the left half of the sheet blank. It can be left so, or the space may be utilized for side captions, pictures, or some similar purpose.

One manufacturer left the space blank and then proceeded to capitalize on this fact by beginning his letter as follows: "One-sided correspondence is discouraging even to the best of propositions—and men. Consequently, a one-sided letter, the result of a one-sided correspondence, surely deserves attention."

Another, uses the space for running comments printed in script in contrast to the body of the letter. A third prints marginal comments in the space.

PLAN HAS OBJECTIONS

Just as there are countless layout ideas in publication advertising, so is it possible to draw upon a wide array of plans in laying out the form letter. It would not do, though, to refrain from discussing certain objections which are occasionally raised against the idea.

One of these objections is that these layout ideas usually stamp the form letter unmistakably as a form job. While that is not an entirely accurate observation, inasmuch as the layout may be such as to preserve the appearance of an original communication, it is something to consider. However, this is not always an objection. Not all form letters strive to achieve the personal effect. There is no reason why they should. Publication advertisements seem to be read, even though the reader is quite generally aware that a paid advertisement is being perused. Form letters must fight for attention just as do other forms of advertising.

Another objection was voiced by a letter authority in this fashion: "I contend that a letter need only be a first-class example of letter-composition written neatly, with good balance and all the other essentials. If it is that, it will stand out like a gem in the

Explaining the Explanation

It is a simple matter to explain why the CHICAGO EVENING AMERICAN during the first eight months of 1924, gained considerable more local display advertising than the other three evening newspapers COMBINED.

The explanation is MORE READERS— and more readers mean more prospects.

There never has been a substitute for circulation.

And what's more, there never will be.

CHICAGO EVENING AMERICAN

EVENING

A Good Newspaper

Oct. 2, 1924

morning's mail, for nine-tenths of business letters are commonplace or worse. There is a market for vivid-red cravats, for purple hose and for scarecrow vests, but I do not advise such for my friends nor wish them on my enemies."

Of course what he says is essentially correct. Freakishness has no place in advertising. I have seen form letters arranged so that they appeared to be a badly jumbled cross-word puzzle. They got attention, no doubt, but not the kind of attention that leads to sales.

This is not the sort of form letter layout that is being advocated in this article. It is possible to be safe, sane and conservative without, at the same time, being stiff, cold and formal. The form letter, as is true of all other forms of mass advertising, must appeal to the eye. And there is no reason in the world why the same ingenious layout ideas so effectively employed in every other branch of advertising should not be applied to the form letter.

Advanced by Eaton Axle & Spring Company

C. I. Ochs, vice-president and general manager of the axle division of the Eaton Axle & Spring Company, Cleveland, has been appointed general manager of the company. C. A. Bieber has been made general manager of the Eaton Axle & Spring Service Company.

E. J. Cosgrave, branch manager at New York, has been advanced to the position of sales manager of the bumper division. His headquarters will be at Detroit.

To Become "New England Motor Trade"

New England Motor Trade will be the new name of *New England Motor-Motor Trade Magazine*, Boston, effective with the November issue.

George E. Hill, Yalesville, Conn., has been appointed Eastern representative.

J. H. Roberts, Publisher, Montreal "Sun"

John H. Roberts, publisher of the *Axe*, Montreal, is president of the News Publishing Company, which is publishing the *Daily Sun*, a new tabloid newspaper. Leslie H. Roberts is business manager.

Chevrolet Plan Aids Prospects to Finance Purchases

A PLAN to enable people contemplating the purchase of Chevrolet cars to accumulate money for this purpose has been adopted by the Chevrolet Motor Company. It is called the Chevrolet Six Per Cent Purchase Certificates Plan.

The operation of the plan, which has been copyrighted, is optional with dealers. By means of a certificate the purchase of an automobile can be started with a first payment of a few dollars and additional weekly or monthly payments until one-third of the price has been paid. Interest at 6 per cent will be credited by the dealer on the sum deposited by the prospective purchaser when he has completed his payments.

If the prospective purchaser already owns a car, of any make, he is allowed, in addition, 6 per cent credit on the amount spent with the dealer for service, repairs or accessories. This is added to the certificate toward payment for the contemplated new car.

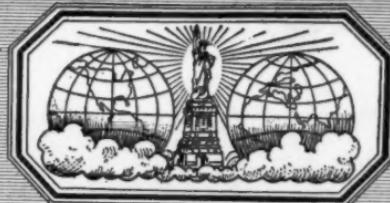
Should the prospect change his mind about buying the car, he can have returned to him all the money which he has paid in, but without interest. All the payments which the dealer receives will be pooled in a trust fund and deposited in his bank. Such deposits are not held as assets of the dealer and, in case of the dealer's bankruptcy, they cannot be used to pay any of his liabilities.

Candy Account for Vanderhoof Agency

The Curtis Candy Company, Chicago, maker of "Baby Ruth" candy bars, has placed its advertising account with Vanderhoof & Co., Chicago, advertising agency.

A. B. Carghill, Assistant Publisher, Omaha "News"

A. B. Carghill has become assistant publisher of the *Omaha News*. He had been general manager of the Milwaukee *Sentinel*.



Roped!

BEGINNING October 5th, WILL ROGERS will throw his lariat in THE SUNDAY WORLD—where he really belongs!

The  **World**

MALLERS BUILDING
CHICAGO

SECURITIES BUILDING
SEATTLE, WASH.

PULITZER BUILDING
NEW YORK

CHANCERY BUILDING
SAN FRANCISCO, CAL.

GENERAL MOTORS BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES, CAL.

Oct. 2, 1924



In
850,000
homes—
every month





850,000 Identified Subscribers

50 East 42nd Street

New York City

Oct. 2, 1924

"I Vote For The Children's Page"

Last May *The Farmer's Wife* launched a new feature—the Children's Page.

In the August issue the Editor published a letter in which she asked her readers to send a card or write a letter if they wanted their page to appear each month.

Hundreds of letters in reply have definitely said: "Children are interested in *The Farmer's Wife*." They read it; they ask their mothers to read it aloud.

Attract the child and the parent is won. Already the children's interest is fastened upon *The Farmer's Wife*. It only remains for advertisers of commodities made for them to concentrate this interest.

In every 100 farm homes there are 380 children, or an average of nearly 4 in each family. They may be reached through their mother's paper.

THE FARMER'S WIFE

The National Magazine for Farm Women
SAINT PAUL, MINNESOTA

WALLACE C. RICHARDSON, Inc.
95 Madison Ave., New York

STANDARD FARM PAPERS, Inc.
Transportation Bldg., Chicago

Proof That Advertising Reduces Cost to Consumer

It Is the Most Effective Method Yet Discovered of Making National Distribution Possible in a Short Time

JOHNSON, READ & COMPANY
INCORPORATED
CHICAGO

Editor of PRINTERS' INK:

You have so often helped us in the past that we quite naturally turn to you when needing any information to guide us in making constructive recommendations to our clients.

This time we are wondering if you can refer us to any articles in *PRINTERS' INK* which specifically deal with campaigns that demonstrate that advertising reduces the cost of the product to the consumer. In fact, we should welcome any information you have along this line, even though it might be only articles dealing with the subject in theory. Of course, experiences that furnish actual evidence would be most helpful to us and therefore most welcome.

JOHNSON, READ & COMPANY,
ARTHUR T. LEWIS,
*Manager, Department
of Copy and Plans.*

ADVERTISING is not a cure-all in the matter of reducing the price to the ultimate consumer. Properly used and tied-up closely with sales and production policies it does increase production and effect economy both in production, sales and distribution.

Some manufacturers make an increased profit on the reduced price. Other manufacturers, realizing that a small profit on a production of 720,000 items is greater than a large profit on six thousand, reduce the price to the consumer. They use price reductions to lower sales resistance, and those manufacturers who realize that price must be put at a figure where the advertising has a real opportunity to produce big volume are the ones who go ahead quickly and build on a firm foundation.

The philosophy of this method is well summed up by Fayette R. Plumb, president of Fayette R. Plumb, Inc., whose standardized line of red handled tools is selling at a lower price to the consumer now than it did before big advertising was used. Here is the way Mr. Plumb summed up the advantages of his new plan:

"We determined to sell in suffi-

cient quantities what the factory was best fitted to manufacture. We first investigated the real merit of each pattern and what were the essential sizes of each tool and limited our production to them. We decided to adopt the red handle with black head as the only Plumb finish. In order to sell this simplified, standardized output we selected the only possible means to create a sufficient demand in a reasonable time, namely, extensive consumer advertising.

"In four and one-half years we have reduced the cost of production; eliminated a great deal of factory waste; lessened the factory overhead and cut out interruptions to production. We also reduced office, sale and administrative detail; saved salesmen's time by concentration on the Plumb advertised line; reduced investment in plant and machinery; reduced working capital by reduction in inventory; made better tools of greater service to consumers for comparatively less money and so placed our business on a sounder basis, insured future business by the increased demand for the Plumb trade-mark and have more than doubled the sales of the Plumb brand. Our service to our customers has been to reduce the minimum time required to fill completely an order from thirty days to four; practically eliminate mistakes in filling orders, furnish a line of only quick-moving items with less dead stock requiring less bin space, less detail, and with a quicker turnover, and of which distributors are better able to gauge the demand for each item and in the sale of which they can be assured of a better margin because there are no rebates to induce price cuts by buyers."

When he was asked who paid for the extensive consumer advertising which had been so effective in all departments of his business

Oct. 2, 1924

Mr. Plumb immediately replied: "Nobody pays for this advertising. It pays for itself. The production and financial economies which our plan of operation have effected pay for the advertising. Since the advertising made these economies possible it rightly should have the credit for earning these economies to finance itself."

Mr. Plumb, like a great many progressive and enlightened manufacturers, passed the economies due to the elimination of interrupted production and the lessened cost of factory overhead to the consumer. This principle is also well exemplified in the experience of the Crosley Radio Corporation. Mr. Crosley, then in another line of business, bought a radio set at a price which he thought was very high. He was able to make one cheaper. Later he went into the radio business. He first produced a porcelain socket. Realizing that if he was to get volume quickly he should put his price where his advertising and sales efforts could produce volume, he started to sell the socket at a lower price than cost of production. Every sale at the start meant a loss to him. It was, however, not a loss due to carelessness of manufacture but a planned loss. He knew that if he could get volume up to a certain mark, he would be making a small profit at the same price figure which at the start entailed a loss to him. His low price helped knock out selling resistance. His volume increased and the price turned to a profit.

AN ADVERTISING BOGEY

Big advertisers often have to face the fact that retail clerks pushing a substitute tell consumers that advertising adds to the cost of selling and the price of the product. It is one of the oldest and most common objections to advertising. It is perhaps more prevalent in the textile field than in most others. Stores selling out a job lot of merchandise upon which the buyer has made a mistake, often instruct their clerks to tell the women at the counter that the unadvertised products are of higher quality than the adver-

tised at an equal price. What the manager of the store and the clerks fail to point out to the consumer is that the advertised product is the thing which sets the standard. The quality of the unbranded merchandise is often improved in an effort to equal or surpass the standard set by the advertised article. They do not point out to the consumer that an advertising expense of two or three per cent on better quality merchandise is absorbed by the fact that more people buy it, that the salesman saves time in selling, as his customers call for the goods by name, and that the purchaser has recourse, if the goods are not satisfactory to a well-known manufacturer who has put his name on the product.

Incidents to prove the economic value of advertising suggest themselves from all quarters. The California Fruit Growers spend more money in advertising to market its product than the average consumer has any conception of. Almost \$300,000 were spent in 1923 in thirty-six magazines of national circulation alone. Yet the total cost of the advertising amounted to but four cents a box for oranges. The total cost of marketing, with the expense of advertising added, amounted to but 2.49 per cent of the delivered value of the fruit. This is said to be less than the cost of marketing alone for any other perishable food product of national distribution. The consumer does not pay for the advertising of a product any more than he pays for improved machinery in the factory which increases production and cuts down overhead and waste. Efficient distribution and advertising to move big volume and production delivers to the consumer a product which would cost him many more times to produce for himself. This is one of the economic services of advertising so often overlooked.

In one of Campbell's meat soups, for example, there are thirty-four ingredients. When the housewife figures up the cost of each one of the items from the peas, celery and lima beans down to the herbs,

R
eturns come in
In direct proportion
To the number
Of copies
That go out!
That's logical!

The American Weekly
Has twice the circulation
Of the next largest
Medium in the country!

And the results its
Advertisers get
Show it!

Circulation 4,500,000
Seven dollars the line!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

New York—American	Chicago—Herald and Examiner
Boston—Advertiser	Seattle—Post-Intelligencer
Washington—Herald	San Francisco—Examiner
Atlanta—American	Los Angeles—Examiner
Syracuse—American	Fort Worth—Record
Rochester—American	Baltimore—American
Detroit—Times	San Antonio—Light
Milwaukee—Sentinel & Sunday Telegram	

"If you want to see the color of their money—use 'color'." A.J.K.

Oct. 2, 1924

corn and barley, and leaves out the fuel for cooking and the time to be spent on it, she will find that the meat in the soup alone costs more than nine cents, and the total cost would be in the neighborhood of fifty-five cents. Yet the Campbell Soup Company delivers the soup to the consumer whether it is in Philadelphia, a short distance from the place of production, or in Oregon, at a total price of twelve cents.

The Eastman Kodak Company delivers a better camera to the buyer today at \$10 than \$25 bought twenty years ago.

Henry Ford made a further reduction in the selling price of his cars just before he became one of the largest advertisers in America.

The yard or more of Castile soap our grandmothers bought and cut into cakes has been displaced by a dozen brands of national toilet soaps to be found on the nearest drug store shelves at a price less by far since the firms making them started to advertise on a big scale.

PERCENTAGE VERY SMALL

In all of these cases the percentage of the cost of the product which goes to advertising expense is extremely small. In the case of Campbell's soup it amounted to 14 per cent in 1898, but dropped to less than 3 per cent in 1923, although the total amount expended increased during that period by hundreds of thousands of dollars. The cost today of advertising a single can of Campbell's soup to the ultimate consumer is .0017 of one cent. Taking the total cost of any product spent on it for advertising off of the price tag at the counter would make no noticeable cash difference in the price of any product. If advertising did add to the cost of the product it has made famous, there is no law against the unadvertised and therefore (according to the popularly accepted theory) cheaper products taking the market away from them.

It is no more true that the consumer pays for advertising than for a labor-saving device in the

factory. If we didn't pay for the big new machine we would all be paying more for slower hand labor. If we are paying for the advertising, we are paying for something which is the most effective method yet discovered of making national distribution possible in a short time and serving both economically and quickly.

To the question as to who does pay for the advertising, many answers have been given. One of the most interesting ones is that it is paid for by the manufacturer who does not advertise and so loses sales volume and quantity production. It didn't add to the cost of the milk when the Dairymen's League spent a large sum of money during the year and increased its sales more than \$20,000,000 over the year before. The consumer didn't pay for that advertising to the farmers who cooperated to market their milk supply more intelligently. It is entirely possible that the farmers who did not join the Co-operative League, who did not have a steady market for their milk, helped to pay for this advertising in losses which they incurred on their own product.

Advertising performs a true economic service. It saves in the cost of production and distribution and often the manufacturer passes this saving on to the ultimate consumer. Advertising is always a service by making distribution possible so that the consumer may go to the nearest store with the assurance that the product advertised as valuable to him by a reputable manufacturer is carried as a matter of course and as a convenience to him, a time saver to the consumer and the clerk who sells. In making this convenient national distribution possible advertising has performed its greatest service for the consumer's convenience and pocketbook. Further proof of the economic service performed by advertising is contained in the numerous articles on this subject that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. A list of these is available on request.—[Ed. PRINTERS' INK.]

MORNING PAPERS
THE

GET ACTION
SAME DAY

CINCINNATI from a Buying Standpoint

As four newspapers serve the Cincinnati market, the advertising or agency man is up against a difficult problem to select the newspaper best fitted to his needs.

Three of these newspapers claim complete coverage and two out of the three argue circulation.

But in this market there is one paper that is PREDOMINANT: The Cincinnati Enquirer. Its Sunday edition covers practically every home in town, and its daily circulation is with the upper and the strong middle class—the class that earns over 82% of Cincinnati's total income.

The Enquirer offers a kindly audience to advertisers—and an intimate and influential interest in every account that it carries.

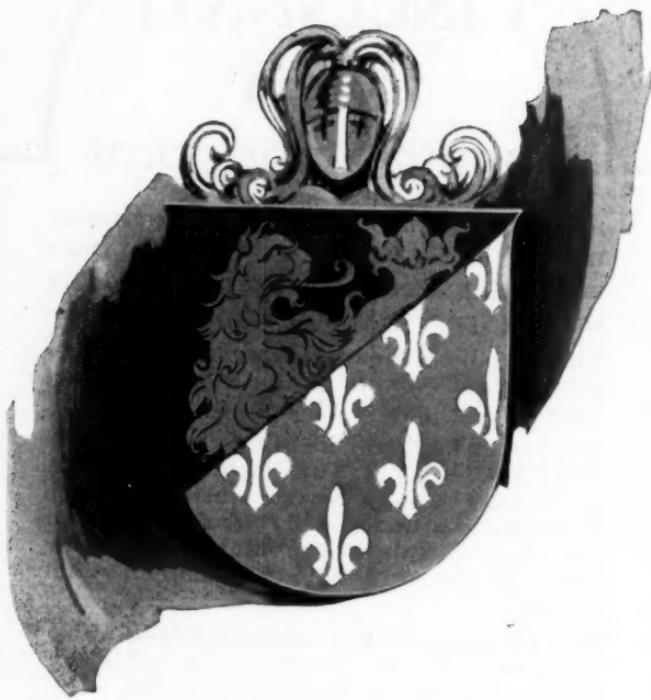
*Our Merchandising Dept. will
furnish route lists, surveys, etc.*

L. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
742 Market Street
San Francisco

The
**CINCINNATI
ENQUIRER**

One of the World's Greatest Newspapers

Oct. 2, 1924

PRESTIGE

—in the 49th State



*Is it asking too much of advertising
to demand that it lend prestige as
well as popularity?*

*Globe-Democrat Gravure welcomes
the challenge.*

*This medium has "knighted" many
a proud line of merchandise—clothing,
furniture, furs, cosmetics, confections.
Ask St. Louis' local advertisers.*

St. Louis Globe-Democrat Gravure Section

J. CARR GAMBLE, Advertising Manager



Window Display Association to Work for Added Efficiency

At First Annual Convention Plans Are Made for More Effective and More Economical Advertising

*Special by Wire
From PRINTERS' INK Convention Headquarters, Cleveland*

THE first annual convention of the Window Display Advertising Association opened in Cleveland, Ohio, Monday morning with the keynote address of Dr. F. H. Peck, president, in which he outlined the work already done and laid down a program for the convention and the future activities of the association.

The association was formed in Cleveland, March 17 of this year, when a number of leaders in the window display field laid down preliminary plans of organization, formulated definite policies to be followed and arranged for the present convention. At that time the association made application to become a departmental of the Associated Advertising Clubs of the World. This application has since been acted upon favorably. Since its formation the association has tripled its membership, which is open to display or promotion managers of advertisers, manufacturers of display advertising material, retailers and trade publications in the window display field.

The officers of the association are: President, F. H. Peck; vice-president, C. T. Fairbanks, Edwards & Deutsch Litho. Co., Chicago; secretary, Clyde P. Steen, *Display World*, Cincinnati, and treasurer, Frederick L. Wertz, *Display Counsel*, New York.

The board of directors consists of: Arthur Freeman, Einson-Freeman Co., New York, chairman; Edwin L. Andrew, Westinghouse Elec. & Mfg. Co., Pittsburgh; V. C. Cutts, H. W. Gossard Co., Chicago; M. Munson, Hoover Suction Sweeper Co., Chicago, and A. T. Fischer, International Displays Co., Cleveland.

In his opening address, Dr.

Peck touched briefly on the excellent work already done by the association and then outlined what was to be done at the convention and during the year to follow. He said, in part:

"The first effort to organize a display advertising association was made but six months ago. Thanks to those members who took the initiative, financing from their own pockets the first organization plans, we have today a thriving, functioning association that has already made itself an important factor in the advertising world.

"In the beginning there was the necessity before us of increasing our membership to the point where we could legitimately ask for affiliation with the Associated Advertising Clubs of the World. There has been the constant need of unceasing promotional effort to add to our membership the class of men the association needs from the ranks of the national advertisers.

BALANCED MEMBERSHIP WAS NECESSARY

"From the inception of the organization, it has been evident that an unusual effort would be necessary to maintain the balance in our membership. To the display producers the association offered possibilities and advantages that made their membership a business need. But the national advertiser was in a different position. It was natural for him to look with suspicion upon any organization which included those interested in selling him either material or ideas. Then again, comparatively few national advertisers have appreciated the potentialities of dealer display as an advertising medium. They have not felt the need of co-operating with the producers. Our association

A Few "FIRSTS" for SOUTHERN RURALIST

Supreme in the South

Facts for buyers
of advertising

GHERE'S a reason for leadership — several reasons if you are checking Southern Ruralist's Supremacy in the South. Here are a few of special interest to buyers of advertising:

Southern Ruralist has been prominently identified with every movement toward the raising of farm paper standards. It took the lead in the fight to exclude patent medicine advertising; it has led in the elimination of cheap mail order revolver copy.

Member A. B. C.
since 1914

Southern Ruralist was the first to adopt the 4A standard rate card; one of the first to join the Audit Bureau of Circulations, holding membership certificate issued in May, 1914.

In an editorial capacity, the same pioneering is apparent. Southern Ruralist was the first



Oct. 2,

*Editorial "firsts"
of importance*

to completely departmentize the editorial section; the first to establish a department of markets; the first to take up systematic effort in behalf of cooperative marketing of farm products; the first to organize an educational fund for worthy agricultural students.

*31 years of
leadership*

Such evidences of initiative and desire to serve are not the result of chance. They are the logical outgrowth of a determined policy to maintain the Supremacy in the South, which had its beginnings thirty-one years ago. They bespeak, too, the authority with which a Southern Ruralist representative can discuss your problems with you. Ask the nearest one to call; there's no obligation.

SOUTHERN RURALIST

ATLANTA, GA.

CHICAGO

J. C. BILLINGSLEA
123 W. Madison St.

ST. LOUIS

A. D. MCKINNEY
1411 Syndicate Trust Bldg.

NEW YORK

A. H. BILLINGSLEA
343 Madison Ave.

MINNEAPOLIS

R. R. RING
Palace Bldg.

400,000 GUARANTEED

had to sell them, and to resell hem.

"That has been, probably, our biggest problem during the past six months. It will be one of our greatest problems during the next year, for to be the effective agent that the association should be, there must always be that balance between the user of displays and those who produce them.

"We have already accomplished much, probably more than any of us realize in spreading the doctrine of display advertising. Our speakers have been before a large number of the leading advertising clubs of the country, and they have succeeded not only in arousing interest, but they have brought to those clubs a fuller realization of what dealer display means to the advertiser."

Dr. Peck then paid a tribute to the secretary of the organization, to *Display World* and to the business press in general for their keen interest in the welfare of the association. He pointed out that in his own field—the drug trade—the business papers have carried many articles on window and store display while many have established special departments to take care of this phase of advertising.

"PRINTERS' INK" SUPPORT ACKNOWLEDGED

"It is but just to acknowledge here the magnificent co-operation given to the association by the PRINTERS' INK Publications, probably the most widely read, by national advertisers, of the advertising and merchandising journals," he continued. "Hardly an issue of these publications has appeared that did not carry some article of favorable comment on display advertising, and unquestionably, much of the interest aroused during the past six months in the minds of the national advertisers can be traced to the support PRINTERS' INK has so unstintedly given.

"The association can also take credit for the development during the present year of a number of plans that look to the nationalization of dealer display through

the standardization and synchronization of large groups of windows. In several fields, notably the dry goods, paint and drug trades, plans of this kind are now being successfully employed.

"For the future, we have the demands of the advertiser for more efficient, more economical advertising standing clearly before us as a guide. The activities of our research committee must be materially broadened and augmented. The association must exist as an authoritative source for the information and data the advertiser as a class so sorely needs. Our files should be an encyclopaedia, always available to the advertiser, the advertising agency, the display producer, the service man and the dealer—a reservoir of absolutely dependable information and counsel.

"The association as a whole and each individual member must realize that the success of the organization depends upon bringing into active membership the national advertisers of the country as the dominating factor and to implant thoroughly in their minds the fact that this is an advertising association dealing with window and store display strictly as an advertising medium. The affiliation of the producer, the distributor and even the advertising agency and counsel is secondary to that of the national advertiser, as their co-operation is essential to bring efficiency and economy to the men employing display advertising in merchandising.

"The association for its part must understand that in merely securing the membership of national advertisers it is in a measure failing of its purpose. The national advertiser has too many serious problems confronting him to spend either his money or his time as a 'joiner.' The keynote of the association must be service—always service to the advertiser, first, last and all the time.

"As an association, we must focus the attention of our members upon the slogan of the Associated Advertising Clubs of the World for the coming year—

Oct. 2, 1924

'Truth, Efficiency and Economy in Advertising.' The program before us must in every way follow the keynote of our parent body. Our efforts must constantly be directed toward stimulating the production of better types and more effective display material; and the elimination of waste through faulty displays, inefficient methods of distribution, dealers' lack of understanding and lethargy.

"We should always maintain the attitude of encouragement for new ideas in dealer's display, until they are proved to be impractical. As an association we should remember that the dramatic appeal has become as necessary in our merchandising as it already has become in our amusement and our education; and that in the dealer's window we have an ideal medium for introducing that appeal into our merchandising through the dealer.

"The association should continually strive to bring about better methods of display distribution through study, experimentation and encouragement. With the development of efficiency in distribution, the association should aim to inspire greater confidence in such service on the part of the national advertiser.

"We should foster the educational and inspirational ideas in displays of all types, believing that, as the highest type of advertising is institutional and informative, display advertising has a mission in raising the standards of merchandising thought.

"Each member should feel it his duty to promulgate the need of efficiency and economy in the use of display material by the retailer. With but few exceptions the retailer does not appreciate or understand the value of either his window or the display material furnished for it. The association should assume the responsibility of educating the dealer to the point where he can be counted upon as a co-operator with the national advertiser in every worthy campaign.

"Last but not least, we should

promote in every way the spirit of co-operation between the various factors involved in display advertising, assisting each with its problems in the interests of efficiency and economy."

In addition to Dr. Peck other speakers at the morning session were: Carl Percy, president, Carl Percy, Inc., New York; C. T. Fairbanks, of the Edwards and Deutsch Lithographing Company, and vice-president of the association; Frederick L. Wertz, treasurer of the association, and Arthur Freeman, president, the Einson-Freeman Company, New York.

During his talk, Carl Percy emphasized the importance of giving dealers a better appreciation of the importance of effective window displays. He pointed to the work being done in advertising Edison Mazda Lamps and by the Joseph & Feiss Company as examples of the sort of activities that should be undertaken.

There was a series of addresses and demonstrations on display work of national advertisers, at the afternoon session, each address being followed by a study of a model window display of the product referred to. These windows were trimmed while the speaker progressed with his talk. The advertised articles discussed in these talks included, Hickok Belts, Welch Grape Juice, Prophylactic Tooth Brushes and Skinner's Macaroni.

L. A. Rumsey, secretary, the American Bakers Association, spoke on: "What Bakers Think about Window Display." He mentioned that his association is to hold a sales promotion conference in January during which the subject of window display will receive major attention.

In the evening, delegates were taken to Albers Villa for a smoker. There was an attendance of about 150 on the first day.

D. W. Coutlee Made Director of Charles C. Green Agency

Douglas Wakefield Coutlee has been elected to the board of directors of the Charles C. Green Advertising Agency, Inc., New York. He joined this agency last December as manager of the mail-order department.



An Agency Official said:

"The significant fact is —
not that you show 80%
Group I Executives* —
but that with such quality
you offer an audience
of more than 150,000!"

The **NATION'S BUSINESS**

Washington

160,000 Circulation (Member A.B.C.)

* J. Walter Thompson Cincinnati investigation
Nation's Business showing on request

Oct. 2, 1924

Banking Syndicate Buys Thos. Cusack Company

OWNERSHIP of the national outdoor advertising business conducted by the Thos. Cusack Company, of Chicago, since 1875 changed hands last week when a New York banking syndicate purchased Mr. Cusack's controlling stock interest. At a meeting of the board of directors of the Cusack company at Chicago on September 27, PRINTERS' INK was told that Blair & Company, New York, were the bankers representing the syndicate. It was intimated at this meeting that the stock of the company would be placed on the market and listed in time.

George L. Johnson, a vice-president and member of the Cusack board of directors, and a close associate of Mr. Cusack for sixteen years, was elected president of the company. He succeeds Mr. Cusack, who will retire from active participation in the business.

"Mr. Cusack has wished to retire from business for some time," said Mr. Johnson to PRINTERS' INK immediately following his election. "He has been the head of the business and very active in it for nearly fifty years. There will be no immediate changes in the business or its conduct. The headquarters will remain in Chicago, with some of the executive offices in New York as they have been."

The Cusack company was founded in 1875 by the man whose name it has borne. Mr. Cusack was one of the pioneers in the field of outdoor advertising, and he saw his venture, which began with a few cans of paint and a brush or two, grow into one of the largest advertising companies in the world. His first contracts were from a Chicago buggy manufacturer for painting advertisements on the roofs and sides of barns located on main highways. For a quarter of a century development came slowly, but in 1909 Mr. Cusack was able to buy the business of the Gunning Com-

pany, at that time one of the largest of the outdoor advertising companies.

From that time on his company expanded rapidly. It was incorporated in 1903 in New Jersey, and sales, service and operating branches were established in many cities. By the end of 1923 the company had forty-two branches, operating plants in more than four hundred cities and towns, and forty subsidiary companies which it controlled. Gross revenues for 1923 were \$22,948,000, with a net income of \$1,331,392. The balance sheet, as of December 31, 1923, showed assets of \$16,195,475. At that time the company owned about 100,000 leases controlling 40,000,000 square feet of wall surface and about 1,800,000 square feet of poster boards.

Heads Metropolitan Advertising Golf Association

Harris B. Fenn, of The H. K. McCann Company, was elected president of the Metropolitan Advertising Golf Association, New York, at a dinner which followed a tournament on September 23. He succeeds Charles G. Wright, of Van Patten, Inc. Other officers elected are: Ray P. Clayberger, Calkins & Holden, Inc., vice-president; Rodney B. Stuart, The McCall Company, secretary, and Walter R. Jenkins, Comfort, treasurer.

The tournament, which was the fourth and last for this season, was played over the links of the Westchester-Biltmore Country Club, Rye, N. Y. In a field of more than one hundred players, low gross honors went to Frank Finney. Graham Patterson won the prize for low net. Don M. Parker was first flight winner, Frank Finney winning the consolation prize, in match play among twenty-five flights.

The annual dinner of the association, which was held in the evening, was presided over by Mr. Wright, retiring president.

New Advertising Business at Philadelphia

Harry Stuart Conell, formerly advertising manager of Strawbridge & Clothier, department store, Philadelphia, has resigned to establish an advertising business at that city.

Robert Preston Dead

Robert Preston, of Gimbel Brothers, Philadelphia, died recently at the age of sixty years. He had been connected with Gimbel Brothers for twenty-five years and for the last twelve years had held the position of manager of system and service.

*Statement
by Editors
and Publishers
of*

Liberty
A Weekly for Everybody

CHICAGO
7 South Dearborn Street
Phone, Central 0100

NEW YORK
247 Park Avenue
Phone, Vanderbilt 7489

LOS ANGELES
406 Haas Building
Phone, Metropolitan 3172

Oct. 2, 1924

Statements by Editors and Publishers of

LIBERTY has made a remarkable success. We believe this record commands attention.

This success is the result of—

The long experience and vast resources of the organization behind it,

Its editorial content and its altogether new and different make-up,

And its nation-wide sales organization of 100,000.

Liberty was introduced to the public in a most spectacular and successful manner. Millions, everywhere, knew of its advent. It gained an immediate, universal recognition that could not be expected ordinarily for years. It became and still is the most talked about national publication.

But Liberty has not reached its peak of influence and circulation. Unparalleled as are the achievements of the past four months, Liberty is destined to grow and grow. The comprehensive plans and the support necessary to accomplish them insure this growth.

1,000,000

Liberty

A Weekly for Everybody

At the beginning 500,000 net paid circulation was guaranteed to advertisers. This guarantee was lived up to—and more.

Three months later 600,000 net paid circulation was guaranteed. This guarantee is being fulfilled—and more.

Now, we guarantee 700,000 net paid circulation by December 31, 1924. This also will be lived up to. The record of accomplishment to date backed by the tremendous resources of the owners of Liberty assure it.

From the first, wholesalers, newsdealers and boy salesmen have asked for copies far in excess of what we delivered to them.

Therefore, it is safe and conservative to say that Liberty will exceed the million mark in 1925.

Rate adjustments are inevitable. Buy now for protection.

(Signed)

R. R. McCormick
J. M. Patterson
Editors and Publishers

in 1925!

Oct. 2, 1924

Liberty

A Weekly for Everybody

AUDITORS' DEPARTMENT
7 SOUTH CLARKSBORN ST.
PHONE CENTRAL 1118

CHICAGO

Mr. W. J. Merrill,
Advertising Manager,
LIBERTY.

September 13, 1924.

Net paid circulation of "Liberty" by
issue as of August 31st.

	Average
May 10th	645,096
" 17th	620,594
" 24th	655,827
" 31st	619,452
	<u>640,969</u>
	635,242
June 7th	565,971
" 14th	546,067
" 21st	550,878
" 28th	558,301
	<u>521,637</u>
	555,457
July 5th	539,144
" 12th	570,621
" 19th	554,160
" 26th	555,121
	<u>513,046</u>
	554,761
Aug. 2nd	577,396
" 9th	575,208
" 16th	624,739
" 23rd	632,200
" 31st	637,145
	<u>604,691</u>
	609,938



STATE OF ILLINOIS)
} NO. 28.
COUNTY OF COOK)
}

Subscribed and sworn to before me
this 13th day of September, 1924.

M. Reininger
Auditor & Comptroller
Arthur Jordan NOTARY PUBLIC

500,000 Net Paid Guaranteed to Start
(May 10, 1924)

600,000 Net Paid Guaranteed Now
(September 15, 1924)

700,000 Net Paid Guaranteed by December 31, 1924

1,000,000 in 1925

Liberty

A Weekly for Everybody

Finding a Salesman's Vulnerable Point

It Isn't Difficult to Increase His Personal Interest in His Work by Coddling a Pet Hobby

By W. H. Heath

A N instruction sheet was recently issued to the sales manager of a concern of some magnitude, after an efficiency expert had been called in to discover why things were not going as well as might have been normally expected. It was a peculiar, an interesting document, part of which we are privileged to reproduce. It read:

"Sufficient attention is not being paid to the little human whims and fancies and hobbies of the salesmen. They are treated too much as chessmen, automata. An investigation has shown that members of the sales organization work with a sort of colorless, mechanical, rather arbitrary fixity of purpose. They have not put their heart into their jobs—and that's what counts.

"Individual men must be studied, analyzed. It is all wrong to look upon salesmen in the aggregate. If you want to get the most out of them, play to the gallery of their individual characters. A rather indifferent worker can be made a highly successful one if you put your finger on the vulnerable spot—and every person possesses one. Study them as separate and distinct human units. No one rule can be made to apply to all, however convenient that would questionably be. A sales manager is compelled to work many times harder than the most hard-worked individual on his staff. It is the price of organization success. Re-create your type. Build both the character and the business intuition of your men—one at a time."

This memo so incensed the sales manager in question that he resigned in short order.

It was the best thing that could have happened to the company.

For the executive was simply making it easy for himself by constructing bulk laws and codes of procedure, popularly supposed to serve equally well for one as for another. It's an impossibility.

The new sales manager was a somewhat older man and his bump of responsiveness was large. He was a lover of humankind. He liked people. He did not run his department on the jig-saw puzzle principle. Charting an individual was the least of his problems. And the results proved the wisdom of his method.

The former sales manager had said, prior to his leavetaking, and in partial response to the memo sent him:

"A sales manager hasn't time enough at his disposal to go around mollycoddling and syrup-soothing a bunch of salesmen. They either sell goods or they don't. If they don't sell, then get rid of them. I might just as well think of writing individual letters to five hundred different prospects as to treat each man in my department as a separate problem."

PERSONAL TREATMENT REQUIRED

Of course, the "individual letter" idea would have brought more business. It always has and always will, because of its frank touch of the personal; the human equation. Costs more? Yes. But what of it?

We heard the sales manager of a very important New York and Chicago house remark that beginning with 1925 "form letters," as they are commonly known, will be practically eliminated. There will be more individual letters. The few that have been tried have brought startlingly satisfactory results.

In the handling of men, much the same idea holds good: Bulk

Oct. 2, 1924

law, as opposed to individual relationship, leaves no argument in favor of the common practice for everybody. Men simply can't be regulated efficiently in any such way.

It requires more time to meet individuals face to face, and index-file them in that manner, just as "personal letters" require more effort than the old method. It is the profitable, modern idea.

Some instances from the records of one firm:

Salesman K. had not been doing well. It was a disappointment to the sales manager of the company because this man apparently had all the qualifications of a wonder-worker. He had that kind of face, that kind of eye. He talked brilliantly.

The sales manager invited this young man out to his own home one evening, on the pretext that he wished to discuss certain accounts with him. Business was not mentioned for several hours, during which an excellent dinner was served. Then the sales manager's wife joined them in the library.

It developed, as the conversation progressed, that the salesman was homesick and unhappy, although he had not divulged his secret to anyone before. His wife was in North Carolina, living with her parents and the husband had not thought it expedient just yet to bring her North, and to start a home under new conditions. In the meanwhile, they were both impatiently biding their time.

Arrangements were made whereby the domestic reunion was financed, and from that day on, the salesman began to do the big things that had been expected of him and of which he had been capable all the while.

Salesman J. R. L. did but moderately well in the territory which had been assigned to him—the State of Ohio. The sales manager turned detective. In Springfield, the man's old home, his father had absconded with a sum of money and was even then serving a term for his moment of weakness.

It greatly embarrassed the son to cover Ohio territory under those circumstances. Although it was but partially true, he felt that everyone everywhere knew of his father's lapse. But rather than sacrifice his job, he bravely kept up the battle, with cheeks afire every time he entered certain offices in certain cities.

His territory was changed, although nothing was said to him as to the real reason. His line went up on the chart in a week's time, and he is now one of the most valued salesmen in the organization.

A STOP AND START SALESMAN

Salesman G. had sporadic success. He would make exceptionally satisfactory records for a given period and then slump back to very little. It seemed inexplicable.

But a sympathetic and an understanding sales manager worked out the puzzle.

G. was subject to occasional fits of despondency and often for no real reason. This was a temperamental shortcoming. He just couldn't help it. If he met even the slightest reverse, it gave him an attack of the "blues."

And what he required was regularly injected doses of optimism and of encouragement. He had been left too much alone. He fed too insistently on his own thoughts of self.

The sales manager, after that, "jollied" G. when occasion seemed to indicate it necessary, saw that he attended meetings, social affairs and mixed with fellow-salesmen who were just his opposite. A free ticket for a musical comedy was handed out, now and again, on some pretext or other, when the salesman was in town. He simply required jolting out of the routine of his own morbid thoughts. Once the new idea was set in motion the salesman held to a far more steady sales record.

There was "Mister Billy," an employee with the one house for seventeen years. He barely held his own now, and had ceased altogether to advance. It was a mystery to the sales manager, who



ROME was not built in a day. Nor did we achieve our place in the sun over night. It has taken a generation for us to learn what we now know about printing. Do we know it all? Not quite! It often seems to us that we know mighty little. But *we do know this much*, we don't bluff. Put your problem up to us and if it has not come within the scope of our experience, we will tell you. But each day we are facing new problems and solving them. If you have anything in printing that is considered difficult, come in and talk it over.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

knew him to be a steady, sober capable man whose stride had not really been reached.

Mister Billy had slowly and insidiously acquired a peculiar complex.

He had got it into his head that nobody who amounted to anything around the place, appreciated him any more. He was a fixture—worse than that—a has-been. The younger salesmen were getting all the best of it. From the president down, Mister Billy felt that the "old love had died." They all merely tolerated him, felt sorry for him. Perhaps his methods were obsolete. And so he was tainted with both jealousy and embarrassment. He had suffered a great loss of pride.

The sales manager knew exactly how to handle the case.

Here was a "sick salesman." It was not wise to censure him, to make fun of him.

By quiet, prearranged agreement, the executives began to "make a fuss" over Mister Billy. When he put over a deal, they slapped him on the back and told him how good he was. They wrote him letters on the road. Memos were sent to him, complimenting his exploits.

This tonic was instantaneous in its action.

It was just what the doctor ordered.

Mister Billy came up like a drooping flower that had been washed with dew. He demanded just that false stimulus to give him back his self-reliance, for he had come to almost believe that he was old-fashioned, that he was "out of it," that he didn't amount to as much as he did when he was ten or fifteen years younger.

There are many "Jacksons" as members of sales departments. Jackson pouted and constant cutting decreased his showing with his company. Nobody could get it out of him just why the pout. That was the aggravating part of the situation, but he had been such a star salesman for many years in a certain difficult territory, that the sales manager did not want to lose him. Nevertheless, something had to be done.

The antidote for this case was a "return pout."

The sales manager passed the quiet tip to all to give Jackson exactly the sort of medicine he was administering to everyone around the place. They were just as snippy and as pouty as ever Jackson could be. And the sales manager joined in. They made Jackson feel that he didn't have a friend in the world. Reactions are peculiar. The salesman did not relish this universal chill. It made him begin to think that he was carrying it too far and that others had some say in the matter. He changed his tactics and the grouch disappeared.

Why the pout? Jackson had felt that other and younger salesmen were getting too many honors and too much attention. It was a bit of child stuff, nothing more. But when the pout doubles on its track and hits the offender, there was alarm mixed with the subtle reprimand. It takes a pout to cure a pout.

Back of all these instances, however, is a moral.

Study each salesman as an individual, as a person apart from the mob. For by so doing, you can bring out the best that's in him.

There is no better way.

Cecil F. Bennett Heads Koch Agency

Cecil F. Bennett, vice-president of The Koch Company, Milwaukee, advertising agency, has been elected president. He succeeds Martin M. Taylor. Chester D. Freeze has been elected vice-president, and Victor A. Fleischman has been re-elected secretary-treasurer.

W. J. Pattison Leaves Scranton "Republican"

W. J. Pattison, general manager and part owner of the Scranton, Pa., *Republican*, has disposed of his interest to L. A. Watres. He is succeeded as general manager by Leslie B. Tyler.

C. B. Mandable Joins Prudden, King & Prudden

C. B. Mandable, formerly in the service department of the Green, Fulton, Cunningham Company, Chicago, advertising agency, has joined the Chicago staff of Prudden, King & Prudden, Inc., publishers' representatives.

Sport Fan Interest



Members of Journal-Post's sports staff reading letters sent in by contestants in the Journal-Post's Babe Ruth All-American team selection contest.

RECENTLY the Journal-Post ran a contest for a period of two weeks for the selection of a Babe Ruth All-American Team. Only brief editorial notices on the sporting page were given.

Thousands of letters were received. Boys—both young and "old" participated. All were enthusiastic in their selections. It was a simple test of the human element known as reader response which is an important factor in the selection of an advertising medium. It proves that the Kansas City Journal-Post has it.

Newspaper readers in Kansas City willingly pay fifty per cent more for the Journal-Post than for our contemporary's paper, showing an interesting preference.

Merchandise for men can be sold through the columns of the Journal-Post because it has been demonstrated that men read it with more than ordinary interest.

Surely if two weeks of publicity can create such enthusiasm among our readers for the selection of a baseball team, what will it do to create interest in quality merchandise? Ask Journal-Post advertisers—they know.

The Kansas City Journal-Post

Morning

Evening

Sunday

WALTER S. DICKEY, Owner and Editor

EDWIN O. SYMAN, Gen. Business Mgr.

National Representatives: VERREE AND CONKLIN

New York

Chicago

Detroit

San Francisco

Oct. 2, 1924

Who are the judges of

THOMAS A. EDISON

"As a bystander in the electrical field for over fifty years, I have noted the wonderful progress made by the ELECTRICAL WORLD during that period and beg to extend my most hearty congratulations on the splendid achievement . . . "

GERARD SWOPE

President General Electric Company

"I have been a reader of the ELECTRICAL WORLD for a great many years and during all that time have known it only as the leader in its field."

MARTIN J. INSULL

President Middle West Utilities Company

"The energy and enthusiasm ELECTRICAL WORLD has constantly evinced in practical and constructive aid to the electric light and power workers makes it indisputably the house organ of the industry."

S. Z. MITCHELL

President Electric Bond & Share Company

"Too much credit cannot be given the ELECTRICAL WORLD for its aid in obtaining reasonable water-power legislation and for the high ideals of service and the opportunities for further development which it holds constantly before the electric light and power industry."

C. L. EDGAR

President Edison Electric Illuminating Company of Boston

"ELECTRICAL WORLD was getting nicely under way as the leading publication in the electrical field when central stations had their beginning and has progressed so steadily in its development that I, for one, regard it as practically an indispensable part of my business equipment."

J. W. LIEB

Vice-President New York Edison Company

"I know of no other publication which has furnished so complete and useful a cross-section of the progress on an industry. . . . The perusal of its advertising columns, which I have made it a regular practice to scan from time to time, is of distinct informative value . . . "

es of a paper's worth?

W. H. JOHNSON

President Philadelphia Electric Company

"Ever since I have been connected with the central-station industry . . . I have known of and admired the ELECTRICAL WORLD and have appreciated the great work which it has done for all sections of the industry."

O. B. CALDWELL

Vice-President Portland Electric Power Company

"Just what the electrical industry would be without the ELECTRICAL WORLD, I am unable to conceive. To me it seems to be part and parcel of the industry."

J. F. LINCOLN

Vice-President Lincoln Electric Company

"The ELECTRICAL WORLD is the only journal of general circulation that covers news in the electrical field in anything like a complete manner, in so far as the manufacturing and central-station interests are concerned. Its leadership is unquestioned."

F. S. HUNTING

President Robbins & Myers Company

"In my own experience with the ELECTRICAL WORLD, and especially when I was a young engineer just out of college, it was the educational value of the paper which made the most distinct impression upon me and which is a very distinct recollection to this day."

The men most intimately connected with the field a paper serves are best equipped to know its standing.

These expressions are excerpts from just a few of the letters occasioned by ELECTRICAL WORLD'S 50th Anniversary Issue published September 20th.

Electrical World

Tenth Avenue at 36th Street, New York

Oct. 2, 1924

Advertising Specialty Men Hear Calumet Policy

OUR hobby is advertising," declared K. K. Bell, vice-president and general manager of the Calumet Baking Powder Company, Chicago, before the twenty-first annual convention of the Advertising Specialty Association. This convention was held at the Sherman Hotel, Chicago, from September 22 to 25.

"My hobby is made-to-measure advertising. I do not think that there is any advertising success to be planned in advance. Advertising that fits everybody does not fit the Calumet Baking Powder Company. My idea of salesmanship is comprised of two things: first, originality; and, second, the power of suggestion. The more original you are going to be, the more attention you are going to get with your specialty.

"The reason the Calumet Baking Powder Company is the biggest user of specialties today is because we never have to give them away, but we think they are worth enough to bring the price, and that is one of the surprises that our competitors have had. They were surprised that we had nerve enough to replace a trade discount with an advertising specialty. Second, they were more surprised that we had nerve to claim it would work out to the advantage of the dealers; and, last, but not least, they were very much surprised to find that it turned out just as we said."

The convention opened with an address of welcome by William R. Dawes, president of the Chicago Association of Commerce. In an address on "Today Versus Inspiration of Tomorrow Applied to Sales Organizations," Darby A. Day, Chicago, of the Mutual Life Insurance Company, New York, applied his theme to advertising.

"If I were in your business of advertising," he said, "trying to appeal to the people, my thought would not be to appeal to the eye, nor to the ear, but to understand

people and to get people to come to me, to get people to tell me what they are, and I would take it on the theory of the miner, the actor, the writer, the inventor, the discoverer, the aviator, every intrepid sort of man today who delves into the unknown and tries to bring something new to us. I would try to understand what activates and what actuates that man.

"If you in this business of yours are going out and are going to say, 'This novelty of the man who sent me is the only thing and everything,' and be inspired by that wonderful example, and go no farther, you are not anything in the world but a messenger. You may be a wonderful messenger, but you are only a messenger; but if you take this very same thing that Henry Ford took or somebody else took and say, 'How can we improve this thing?' that is the point."

Henry J. Allen, former governor of Kansas, was the principal speaker at the association banquet. New officers elected are: President, Frank A. Geiger, Geiger Bros., Newark, N. J.; first vice-president, E. N. Ferdon, The Blanchard Company, Aurora, Ill.; second vice-president, H. C. Boyeson, H. C. Boyeson Company, St. Paul, Minn.; honorary vice-president, U. Rae Colson, U. O. Colson Company, Paris, Ill.; treasurer, J. B. Carroll, J. B. Carroll Company, Chicago; and executive secretary, Bernice Blackwood.

New Campaign for Hollow Ball Company

Business papers will be used in a campaign which will be conducted by the Hollow Ball Company, Baltimore. Publications reaching the marine, petroleum, hydraulic and general industrial fields will be used. This advertising will be followed later by a campaign to consumers. Goesbeck, Hearn & Hindle, Inc., New York, advertising agency, will direct this advertising.

"Metropolitan" to Have Change of Name

Metropolitan, published by Macfadden Publications, Inc., New York, is to be changed to *Macfadden Fiction-Lovers*. This change of name becomes effective with the October issue.

206,000 Per Month Above Guarantee

The Delineator and The Designer, The Butterick Combination, made the following record of circulation delivered above guarantee for the 18 months ending June, 1924:

	Overdelivery
1st month	99,622
2nd month	172,353
3rd month	218,099
4th month	247,264
5th month	254,080
6th month	273,435
7th month	294,186
8th month	271,658
9th month	300,179
10th month	126,732
11th month	125,941
12th month	145,533
13th month	133,422
14th month	165,551
15th month	199,876
16th month	197,949
17th month	180,373
18th month	195,820

This is an average monthly overdelivery of 206,000 copies.

Present guarantee 1,600,000 copies, 95% net paid.

Print order for November 1,925,000 copies.

Incidentally the net paid circulation of the Butterick Combination was increased by 493,000 between June, 1922, and June, 1924.

THE BUTTERICK PUBLISHING COMPANY

THE
DELINERATOR



THE
DESIGNER





*Love
and Loveliness*

Ch
Cir



THE beauty of PALMOLIVE posters has been the talk of the country. Each one—without exception—has been conceived and built up, step by step, to an all-efficient sales appeal through the untiring work of our creative staff, whose ability and experience are unique in American advertising.

POSTER ADVERTISING CO., INC.

550 WEST 57TH STREET, NEW YORK

Outdoor Advertising Everywhere

Chicago Atlanta Richmond Akron Philadelphia Wilmington
Cincinnati Pittsburgh St. Louis San Francisco London, England

139

National Advertisers
used
The News
Exclusively In
Birmingham
during
the month of August

Net Paid Circulation
Now in Excess of

Daily
76,000

Sunday
85,500

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

Middle Classes Are the Big Buyers of Everything

Dwight W. Morrow Says Small Investor Is Big Factor in Bond Flotations

DWIGHT W. MORROW, one of the partners in the firm of J. P. Morgan & Co., in speaking before the convention of the Investment Bankers Association at Cleveland last week, said that the real bond buyer in this country is the small investor. Mr. Morrow cited the Austrian and Japanese loans in particular because he happened to have statistics on the distribution of these loans, furnished especially for him by twenty-three issuing houses. Since Mr. Morrow's address has an important bearing on distribution in all lines, it is worthy of being reproduced in some detail. He said:

"The most important factor in investment banking—the commanding and compelling factor—is the investor; the man or woman who has produced a little more than he or she consumes; who has saved a surplus. The important act in investment banking is the decision to exchange the command over present comforts for a promise of someone to pay interest and principal at future dates. The important factor in investment banking is the one who makes that decision. The investment banker, whether he be located in a large city or a little hamlet, is fundamentally a merchant. He is a middleman who renders what assistance he can in guiding the flow of savings into industry and commerce. He owes a heavy responsibility to the public. Above all, he owes a special responsibility to that part of the public which is made up of the savers.

WHO ARE REAL INVESTORS?

. "Granting then that the investor is the important person in the investment banking business, it seemed to me that it would be useful to find out just what sort of a person he or she is.

"Now, what does this investigation (furnished by the twenty-

three issuing houses) indicate? For one thing, it seems to me to dispose of the idea that offerings of bonds today are taken by wealthy individuals or large institutions. It shows, on the contrary, that bonds are being bought by large numbers of persons of moderate means. The twenty-three houses had 2,975 customers who bought Austrian bonds. The average investment of these customers was \$2,980. Extending the figures to the entire \$25,000,000 of Austrian bonds that were offered in this country, it would seem fair to assume that those bonds were taken by about 9,000 American investors. The twenty-three houses had 8,212 customers who bought Japanese bonds. The average investment of these customers was \$3,660. These figures indicate that the \$150,000,000 loan to Japan was purchased by approximately 44,000 investors.

SMALL VS. LARGE INVESTOR

"That we are dealing with a multitude of small investors rather than a few large investors is further demonstrated by a slightly different classification of the sales. Approximately 50 per cent of the number of sales made in both cases were to persons who invested \$1,000 or less. Just about 90 per cent of the number of sales were to investors whose purchases were limited to \$5,000 or less. Only about 4 per cent of the number of sales were for amounts over \$10,000. Even in this highest bracket, which we set at amounts over \$10,000, the sales averaged only \$15,800 for the Austrian bonds and \$36,400 for the Japanese offering. You will see that in number the large investors were relatively unimportant.

"Now, I do not want to give you an exaggerated impression of the importance of the small investor. He is quite important enough

without exaggerating. The figure that I have given refers to the number of small and large investors. There is, of course, a difference between that and the aggregate amounts subscribed by small and large investors. It would be possible, for example, to have a great number of small sales, and yet have a few very large sales make the large investor the more important factor in disposing of an issue. The average sale might be small, but the proportion of the whole loan taken by large investors might be large.

"Putting the classification on the basis of the aggregate amounts subscribed, the small investor and the one of larger means come to more or less of a standoff. Whereas sales to persons who invested no more than \$1,000 accounted for 50 per cent of the number of sales made, these persons absorbed only 15 per cent of the Austrian bonds and 10 per cent of the Japanese bonds. If, however, the limit is raised to include sales not exceeding \$5,000, we find that the persons in this group accounted for 62 per cent of the amount furnished Austria and 44 per cent of the amount furnished Japan. Taking the two loans together, approximately 90 per cent of the investors took about 50 per cent of the loans.

"Still having regard to aggregate subscriptions rather than the number of subscribers, it is apparent that the group between \$5,000 and \$10,000 and that above \$10,000 are by no means negligible. In the Austrian loan the former group contributed 20 per cent of the total amount subscribed, while the latter group accounted for 17 per cent. In the case of the Japanese loan the corresponding figures are 16 and 39 per cent.

"Much depends on where the line is placed between the small and large investor. A good, practical purpose may be served, however, by placing the dividing line at \$5,000. When this is done, I repeat, the volume of buying by small and large investors in each of the two loans under discussion

is found to have been substantially equal.

"Our tabulations indicate that nearly 400 persons who had from \$100 to \$400 in savings to spare took that money and bought Austrian bonds. Nearly 3,000 more of these smallest investors bought Japanese bonds. What a heavy responsibility this wide distribution of bonds lays on the investment banker. We must never forget that the money that passes through our hands comes from thousands of savers. These savers may be mechanics or clerks or stenographers or school teachers or professional men or bankers."

CATER TO MIDDLE CLASSES

Now what is the significance of these figures to distribution in general? Simply this: They prove what has been proved many times before, that the real buyers in this country, not only of bonds, but of all classes of merchandise from chewing gum and Stillson wrenches up to radio outfits and automobiles, are the great Middle Classes, under which classification about 80 per cent of our population could qualify. The wealthy are a negligible factor in consumption statistics. Few businesses succeed that cater to the rich exclusively.

This is so obviously true that it should be accepted by everyone as fundamental business gospel. Yet we seem to forget it, particularly during political campaigns. The word "capitalist" takes on a sinister meaning during political contests. The spellbinders and the authors of the dope sheets try to convey that the capitalists who are always gumming up our economic machinery are the men whose offices are in the vicinity of Broad and Wall Streets and lower Broadway in New York City. As a matter of fact, a capitalist is anyone who owns property. The percentage of the country's property held by rich men is comparatively small. The overwhelming bulk of our property is owned by the Middle Classes.

In reality the rich get rich not at



A Job for a Specialist!

WHEN a manufacturer decides to market a new product, does he ask his plant superintendent to do the work? No! That's the job for an experienced, capable sales manager. When the advertising manager is about to launch a national campaign, does he delegate the selection of the proper media to some subordinate in his department? Certainly not! He consults an experienced agency space buyer.

YET, when the average organization decides to publish a Dealer or Consumer House Organ, the planning and preparation of this important instrument for building sales, good will and stability is usually wedged into an already overburdened advertising department as a "spare time" job.

Is it any wonder, therefore, that so many house publications lack individuality, interest and sales punch? Is it any wonder that so many fail to accomplish the purpose intended?

The planning and production of successful House Organs is just as much a job for the specialist as running a factory or selling goods.

In conjunction with the advertising departments of several nationally prominent organizations we are producing, completely from cover to cover, House Organs that have definitely proven themselves profit-makers for our clients.

The success we have attained for others, we can undoubtedly duplicate for you.



HOUSE ORGAN DIVISION

ARROW PRESS, Inc., NEW YORK

318-326 WEST THIRTY-NINTH STREET

Oct. 2, 1924

the expense of the masses, but by serving them and catering to them. To get rich a business man or a professional man must serve well-to-do customers or clients. The idea that a man can get rich only by impoverishing the common people is inexcusable nonsense. A business man's success, whether he be banker, manufacturer, merchant or in the professions, is determined by the prosperity of his market. The bigger and more prosperous the market the easier it will be for the business man catering to it to get rich. The larger the percentage of the population to which a business man can sell, the better off he will be. The automobile was brought out originally as the rich man's toy. If it had remained in that stage, the motor-car industry would not be the factor in our commercial life that it is today. But the automobile pioneers saw that the wealthy 2 per cent of our population did not comprise its market. They set out to sell to about 80 per cent of the population and succeeded.

When Saks & Co., decided to build a store on upper Fifth Avenue in New York, wise heads were shaken and pessimistic statements were uttered something like this: "The store made its success by catering to *hoi polloi* that converge at 34th street and Broadway. It cannot get the millionaire trade up there on Fifth Ave." When the store opened the other day, those who carefully examined the moderately priced stock saw that the management wisely recognized that its patronage would come from the prosperous Middle Classes.

Those people that crowd Fifth Avenue every day are not millionaires. Millionaires never crowd. Those you see on the Avenue are convention delegates from Indiana and points west, stenographers looking for a barber shop that isn't crowded, fashion designers trying to get ideas from Franklin Simon's windows, shoppers from the Long Island, New Jersey and Westchester commuting zone. Their incomes range from \$20,000

a year downward. It is this class on whose trade the success of Lord & Taylor, B. Altman & Co., Ovington's and other famous Fifth Avenue merchants is founded.

The patronage of the Middle Classes and not the rich is what enables the National Biscuit Company, Manhattan Shirt, National Lead, Cluett-Peabody, American Telephone & Telegraph Company and hundreds of other great industrial enterprises to maintain their dividend records. This is all so obvious and commonplace that it seems foolish to be repeating it here. But it is the kind of economic fundamentals that needs frequent emphasis. So much piffle to the contrary is spread during political campaigns that the truth about our economic welfare is likely to be overlooked altogether.

New York Advertising Club to Resume Export Meetings

The Export Advertising Round Table of the New York Advertising Clubs, Inc., will hold its first meeting of the season on October 7. J. W. Sanger, vice-president of the Foreign Advertising and Service Bureau, New York, will address this meeting on some of his experiences as a trade commissioner with the Department of Commerce.

The plans of the organization, according to W. G. Hildebrand, chairman, include meetings on the first and third Tuesdays of every month for the season with addresses by many speakers on foreign fields.

Boston Representatives Meet in Golf Tournament

The Lantern Club, Boston, an organization of publishers' representatives, held its last golf tournament of the season at the Sandy Burr Country Club, Wayland, Mass., on September 23. About fifty members and guests participated.

The first low net prize went to H. C. Spain, of the Hallett & Davis Piano Company. The first best gross was won by P. S. Bush, of the Stedman Products Company. Other prizes were awarded to W. B. Hannah, Frank Burns, W. H. Pierce, T. S. Mechan, J. M. Everett, F. S. Stevens and Otis Adams.

E. H. Johnson Dead

Edward H. Johnson, vice-president and manager of the American News Company, and general manager of the Central News Company, Philadelphia, died on September 24 at Southampton, N. Y. He was seventy-one years old.



Washington Is the Great Civic Center

It is only natural that the National Capital should be the great convention city it is so fast becoming.

Equally logical is it that it should be the headquarters for the great national organizations such as the Chamber of Commerce of the U. S., the American Federation of Labor, the Red Cross, the Daughters of the American Revolution, etc.

All this makes Washington a most unique market—of remarkable fertility—which one newspaper—The Star—covers completely and influentially.

Any specific data you require will be furnished by our Statistical Department.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

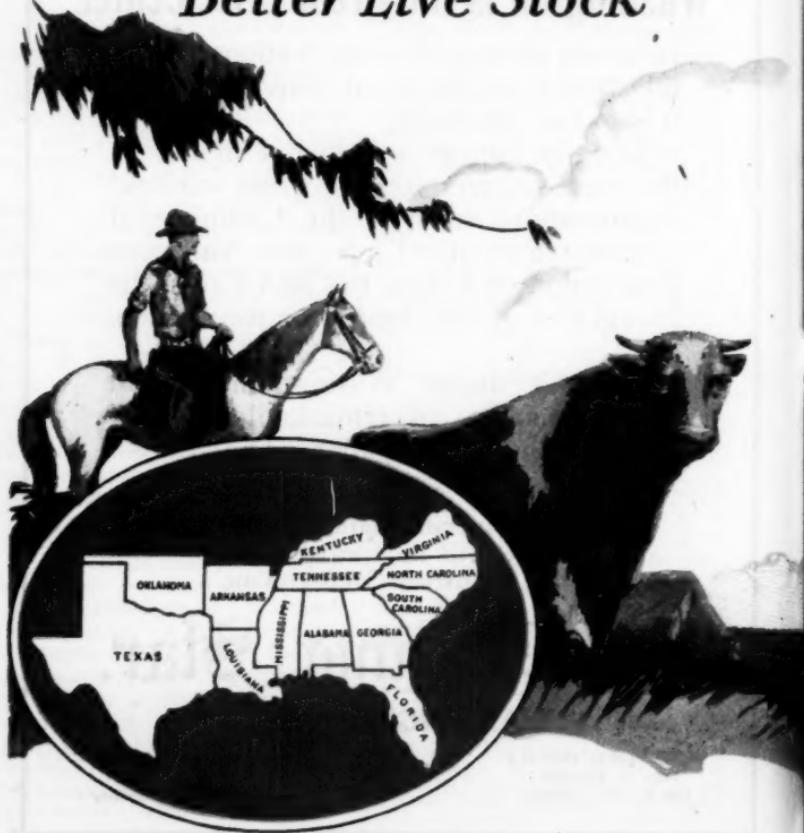
NEW YORK OFFICE
Dan A. Carroll
110 E. 42d Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

Oct. 2, 1924

25 Years of Southern Farm Progress

No. 3
Better Live Stock



"To make the South a Land of Plenty, a Land of Beauty, and a Land of Rural Comradeship."

—CLARENCE POE.

THE PROGRESSIVE FARMER AND FARM WOMAN for twenty-five years has emphasized the need for better livestock on Southern farms and the development of the natural advantages of the South as a livestock and dairy section.

Dr. Tait Butler, the only whole-time livestock editor of any Southern farm paper, has put across this message, forcefully and successfully

Today, THE PROGRESSIVE FARMER AND FARM WOMAN is the handbook of Southern farmers interested in livestock and dairying.



BIRMINGHAM, ALA.
RALEIGH, N.C.

MEMPHIS, TENN.
DALLAS, TEXAS

WALLACE C. RICHARDSON

INCORPORATED

Eastern Representative
95 Madison Avenue
New York



STANDARD FARM PAPERS

Western Representative
Transportation Building
Chicago



Oct. 2, 1924



After dinner, in the lounge at the Boston City Club, twelve men were reading newspapers. Eight were Boston Evening Transcripts—the remainder one each of the other evening papers.

The Boston City Club is composed of 5,000 successful business men—men whose incomes enable them to buy generously, continuously, substantially—for themselves, their families and their businesses.

Boston Evening Transcript

Highest ratio of buyers to readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

Some Things Everybody Should Know about English

Simple Thoughts Are Frequently Buried Due to Poor Choice of Words

By S. Roland Hall

EFFEFFECTIVE business writing depends on the ability of the writer to see situations clearly, even vividly, and to express his thoughts in fresh, vigorous language.

One may write on the topic of "Liberty of Action" something like this:

When we reflect carefully over the subject of untrammeled liberty of action, we must needs come to the conclusion that such a state of being hardly ever, if indeed it ever, exists in this world of ours.

A simple thought is buried under a cloud of "bookish" words. There is no figure of speech drawing a sharp picture. Suppose the thought were expressed in this way:

Complete liberty to do just what you want! There's no such thing in civilized circles. Robinson Crusoe did have it for a time, but even his liberty was curtailed when his man Friday appeared, for he couldn't stand where Friday stood.

The illustration of the second example is apt, for all know the story of Crusoe; the comparison gains by the bit of humor that is introduced.

Here are a number of phrases and sentences, culled from current publications, that illustrate the value of picture-building language.

"Barnyard morals." In two words, we get the picture of people living like cattle.

"Molehill obstacles," "flaming anger," "whispering pines," "trackless wastes," "brooding silence," "white-collar worker."

"Gears that rasp and grind." The two verbs are so appropriate that they almost sound like the noises described.

"You breeze along without

Reprinted from "Business Writing," by permission of the McGraw-Hill Book Co., publisher.

jerky chatter. No bumps, bounces or jolts." Could language be more vivid than this, or be more quickly grasped?

A reporter writes of a boxing bout: "Leonard swarmed all over his opponent." We get the picture of an aggressive boxer hitting from all angles as if he were a swarm of bees attacking an enemy.

"There exists no more impressive test of concrete construction than the *shell* of this wrecked ship for several years surviving the *fury of winter storms* on the *rock-bound* coast of Maine." The words that give this picture its best coloring are italicized.

Advertising copy in the leading periodicals affords some fine examples of well-phrased thoughts. "Fashioned to accentuate the grace of trim feminine ankles," runs the description of Pointex stockings. The word "fashioned" is indispensable here because of womankind's preference for "full-fashioned" hosiery.

The novelists give business writers good lessons. The characters in a live story, instead of always *saying* or *replying*, will *retort*, *implore*, *persist*, *snap*, *shout*, *snarl*, *demand*, *plead* or *murmur*. Each of these single words flashes its own picture without any adverb.

The latter-day writers as well as the master hands of the past contribute noteworthy examples of descriptive writing. The following, from the pen of Arthur Train, is a remarkable pen-picture of a trouble-making woman:

"This way, madam," said the clerk, motioning her round the back of the jury box. And she swept ponderously into the offing like a full-rigged bark and came to anchor in the witness chair, her chin rising and falling upon her heaving bosom like the figure-head of a vessel upon a heavy harbor swell.

Now it has never been satisfactorily

Oct. 2, 1924

explained just why the character of an individual should be in any way deducible from such irrelevant attributes as facial anatomy, bodily structure or the shape of the cranium. Perhaps it is not, and in reality we discern disposition from something far more subtle—the tone of the voice, the expression of the eyes, the lines of the face or even from an aura unperceived by the senses. However that may be, the wisdom of the Constitutional safeguard guaranteeing that every person charged with crime shall be confronted by the witnesses against him was instantly made apparent when Mrs. Tunnygate took the stand, for without hearing a word from her firmly compressed lips the jury simultaneously swept her with one comprehensive glance and turned away. Students of women, experienced adventurers in matrimony, these plumbers, bird merchants, "delicatessens" and the rest looked, perceived and comprehended that here was the very devil of a woman—a virago, a shrew, a termagant, a natural-born trouble-maker; and they shivered and thanked God that she was Tunnygate's and not theirs; their unformulated sentiment best expressed in Pope's immortal couplet:

"Oh woman, woman! when to ill thy mind
Is bent, all hell contains no fouler fiend."

It will be argued that writers in the field of business and industry cannot lay hold of romance and picturesque situations to the extent that writers of fiction can—that they must stick to realities rather than to creations of the imagination. Yet the truth is that business and industry are full of romance, adventure and interesting pictures if the observer will only train his mind to see and appreciate.

One must be critical and ever ready to prune, to transpose and to substitute new language if the finished product is to be brought to a good standard.

Even a simple statement can be easily misread. A correspondent wrote to a nationally known editor, "I am not unacquainted with the collection of Sid's Sayings." If he had written, "I am acquainted," or "I am familiar with," his statement could hardly have been misunderstood. As it was, the editor construed the meaning as "I am unacquainted."

"The ship never returns that never left port." The thought here is not as clear as it should be. Compare the following: "There's no use looking for your ship to come in unless you have

sent one out." In this case the writer has the aid of the old familiar saying about "your ship coming in." There is an apt contrast between "to come in" and "sent one out."

A newspaper uses the headline, "Mother to Be Condemned Boy's First Visitor." The eye catching the first four words, "Mother to Be Condemned," is likely to think instinctively of a condemned mother. A slight change, "Mother Is First Visitor of Condemned Boy," or "Condemned Boy's First Visitor Is His Mother," removes the ambiguity.

Joggle sentences and clauses not only to achieve clearness and smoothness but to give prominence to the thought that is entitled to prominence.

Compare the following sentences:

1. Let the product itself convince users what it can do for them is the plan we follow with success.
2. Letting the product itself convince users what it can do for them is the plan we follow with success.
3. The plan we follow, with success, is that of letting the product itself convince users what it can do for them.
4. Our most successful plan is that of letting the product itself convince users what it can do for them.
5. Let the product itself convince users what it can do for them. That's the plan we follow, with success.

The first example is not clear. A slight improvement is made by the change of *let* to *letting*, as indicated by two. Example three is still another arrangement, but interpolating *with success* seems to interfere with smoothness. In example four the entire sentence is recast, and in example five the original sentence is re-formed into two sentences. The last two versions of the original thought seem to be the best ones.

Radio Accounts for Porter-Eastman-Byrne

The Don-Mac Manufacturing Company, Chicago, maker of Protecto tubes, has appointed the Porter-Eastman-Byrne Company, Chicago, advertising agency, to direct its advertising account. The Durable Battery Company, Chicago, manufacturer of the Durable B Battery and the Durable Rectifier, also, has placed its advertising account with this agency.



*It's Every Typo's Property,
But Our Exclusive Possession*

*F*ROM George King, whoever he may be, to King George, wherever he may be, the words in the Dictionary are every man's property. Help yourself! Dash off something *à la* Sophocles, Shakespeare, Shelley, Swinburne. What? You can't do it? In setting down words or setting up words, the way you couple the letters to coin a wealth of meaning out of the molten gold of your mind is beyond duplication. Our composition may have copy-tition. It has no competition. What we get into our set-up you cannot get outside our set-up.

FREDERIC NELSON PHILLIPS, INC.
Typographers Who Prove It With Proofs
314 East Twenty-third Street
New York City

The Salesman Who "Carries Accounts Around in His Pocket"

The Amount of Business a Star Salesman Can Carry to a Rival Concern Depends upon the Consumer Popularity of the Product

By A. Joseph Newman

Sales Manager of Bayuk Cigars, Inc.

THE amount of business a star salesman who leaves can carry to a rival concern is dependent absolutely upon the popularity of the product with the consumer. If the product has a consumer following, rather than a jobbers' or retailers' following, the star salesman has no inheritance to pass on to his new employer.

A star salesman may excel in securing distribution; in obtaining favorable display location to attract the consumer's attention and so on, but to the extent he excels in these qualifications on a certain product, the stronger does he entrench it and the harder it is for him to dislodge it when he goes with another house. The very methods he employed to become a star dims his light when asked to outshine the product of his former firm.

Salesmen, stars or otherwise, have lost their identity today with the consumer. No longer do we ask for the "Cigar that Bill Popular sells." We want a "Mapacuba." We want a brand. It's brands against brands and the strength of the brands is not 100 per cent selling effort but based equally on publicity efforts or advertising.

Say, for instance, I like, on a hot day, a drink called Refresho. Distribution to the druggist had been gained by a star salesman. He got the dealer to push it—sure, that's part of his job—but that druggist didn't push it on me.

Advertising told me and thousands of others about Refresho. I bought it and so did thousands of others. I like it and keep buying Refresho and so do thousands of others. First, because I can buy it everywhere (Distribution) and second, 'cause I like it and last

but not least because the Refresho people's advertising won't let me forget to keep liking it.

The former Refresho star salesman is now with another company and is hot after sales on Toneup. He sells the same druggist—do I switch from Refresho to Toneup? Not I! I don't know the salesman. He doesn't know me. He carried the druggist to Toneup but he didn't carry the consumer because the consumer knows Refresho and advertising made him know it. Refresho is a *brand*—Toneup is just another drink.

A star salesman can switch business on products with no brand prestige but even then he'd be blanked if his former firm, unable to brand-mark its product for some reason, had brand-marked its firm as a firm of prestige in its specific field of endeavor. Therefore, a firm which has not, in the days of dog-eat-dog competition, established a dealer following by giving continuous, intelligent advertising to its "firm name" or a consumers' following by intelligent, everlasting publicity of its products by "brand names" has no accounts that a star salesman can take to a rival concern, because it has no accounts to lose!

New Account for Boston Agency

The Samoset Chocolate Company, Boston, has appointed the Daniel E. Paris Advertising Agency to direct its advertising account. A newspaper campaign is being planned.

Peerless Appoints A. H. Dreher

A. H. Dreher, formerly advertising manager of the Chandler Motor Car Company, Cleveland, has joined the Peerless Motor Car Company, also of Cleveland.

BUSINESS

160,000 Copies

October—1924

ALL

IF YOU were personally selecting the names of big executives in all lines of business in all parts of the country, you would choose, among the first, the 160,000 readers of **BUSINESS**.

Let us show you why **BUSINESS** is read *only* by the executives you want to reach—and how it will help you to increase your sales.

Write for complete information and rate card today

BUSINESS

Second Boulevard - Detroit, Michigan

Published monthly by the Burroughs Adding Machine Company

Practical Economies – *in preparing ad*

A CONSIDERABLE PERCENTAGE of every advertising appropriation goes into preparation costs—for which the advertiser pays.

How to keep these costs moderate without bringing quality down at the same time is a problem on which we can offer several suggestions.

We shall be glad to send to any business executive a detailed memorandum covering the following subjects:

- 1 Who should be responsible for economies?
- 2 Savings in the reproduction of illustrations.
- 3 Economy in the production of engravings.
- 4 Economy in rotogravure preparation.
- 5 Economy through a knowledge of publications' requirements.
- 6 Typographical economies.
- 7 Economies in the preparation of electrotypes, matrixes and stereotypes.
- 8 Savings through thinking ahead.

THIS advertisement is one of a series dealing with important questions which face the advertiser. The next message will be "An Advertising Survey of the Farm Market."

The **BLACKMAN Company**
ADVERTISING
MAGAZINE NEWSPAPER OUTDOOR STREET CAR

S— ing advertisements

Advertisers with whom we work:

Walter M. Lowney Co.

Lowney's Chocolates

Vacuum Oil Company

Gargyle Motor Oil

*Gargyle Lubricating Oils
for Plant Machinery*

Gargyle Marine Oils

The National City Co.

Investment Securities

North American Dye Corp.

Sunset Dyes

Procter & Gamble

Crisco

Ivory Soap

Ivory Soap Flakes

Chips

P & G - The White

Naphtha Soap

The Packer Mfg. Co., Inc.

Packer's Tar Soap

Packer's Liquid Shampoo

Packer's Charm

Sherwin-Williams Co.

Sherwin-Williams Paints,

Varnishes, Stains, Enamels,

Insecticides

Seaboard National Bank

Alfred H. Smith Co.

Dier-Kiss Perfume, Talc,

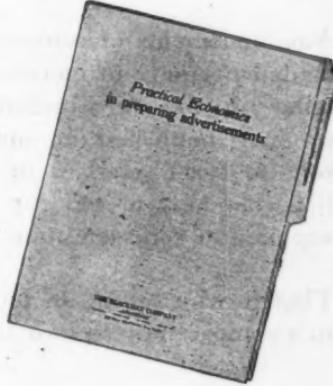
Face Powder, Compacts

and Toiletries

The Wilson Fastener Co.

Wilsnaps

Wilsnap Lingerie Clips



120 West
42nd St
NEW YORK

THE BLACKMAN COMPANY
120 West 42nd Street, New York

Please send me your memorandum
"Practical Economics in Preparing Advertisements."

Name.....

Title.....

Company.....

Address.....

Product Made.....

Oct. 2, 1924

✓
Space
Buyer
File For
Reference

Cooperation by the Joplin Globe & News-Herald is Applied Not Only in Joplin But in the Entire Trading Territory of 250,000

The Joplin (Mo.) Globe and News-Herald maintain a *chain* of their own display windows situated in the business centers of Joplin, Carthage, Galena, Webb City and Baxter Springs. Such displays more than increase sales to the consumer; they sell your product to the *trade*.

Our experience is that with average regularity the retailers display in their own windows the advertised products displayed in ours.

Announcements of campaigns of 5,000 lines or more are mailed not only to merchants in Joplin but to every retailer in the surrounding territory. Stories of your product, published in our monthly Trade Review, are sent to 1,000 retailers in this trading territory. Route lists, not only of the city but of the entire district, are supplied to your salesmen.

That is why selling in the Joplin market means selling to a compact buying unit of 250,000 population.

THE JOPLIN GLOBE AND NEWS-HERALD

(A. B. C. Members)

E. Katz Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

The Unprofitable Small Order— What Can Be Done about It?

Keen Competition Makes It Hard to Solve Problem

ALFRED N. WILLIAMS COMPANY
NEW YORK CITY

Editor of PRINTERS' INK:

A certain manufacturer who makes small items in the stationery field has decided to refuse orders amounting to less than \$..... This manufacturer sells direct to the dealer. The minimum which he has set is a very modest one, but nevertheless is somewhat above a good many average orders.

He does not want to give the dealer the impression of an out-and-out refusal to accept smaller orders, but instead wants to reason it out with him.

Have any articles appeared in PRINTERS' INK, covering such a problem? What we are after is ideas, preferably based on the experience of others, which would show why a minimum shipment is to the advantage of the dealer.

ALFRED N. WILLIAMS COMPANY.

THERE are several aspects to this question and for this reason we doubt if it can be answered merely by proving that a minimum shipment is to the advantage of the retailer. Nearly all manufacturers who sell direct to the retailer have established certain minimum quantities below which they will not go. To buy at all a retailer must buy a gross, a case, 100 pounds or whatever the minimum quantity is.

In most organizations this matter is not difficult to handle, however. As a rule the manufacturer who sells direct to the retailer also sells through the jobber. He sells to the retailer direct only in a few markets where his jobbing relations are not satisfactory or he sells only to large retailers, such as department stores or chain stores which would not buy through a jobber in any event. In the latter instance the problem of the minimum order does not exist for the reason that these stores always buy in large quantities anyway.

Where the manufacturer sells direct to the retailer in only a few places, the problem is not serious either. If the retailer is not able to buy the manufacturer's minimum quantity, the retailer's order is accepted regardless and filled

through some jobber who is co-operating with the manufacturer in that particular locality. This is common procedure in the grocery field. Most grocery houses will not accept an order from the retailer for direct shipment unless it amounts to at least five cases. Less than five-case orders are turned over to some jobber.

THE MANUFACTURER'S PLIGHT

The situation is more serious where the manufacturer sells only to retailers. In that case he must be willing to render the same service as jobbers or else he will not be able to compete with them. In several fields retailers are accustomed to having local jobbers accept even the smallest orders. Jobbers in these lines will break cases and let a customer have any quantity he wants even as low as one-twelfth of a dozen. Other things being equal the retailer will buy from the source that is most convenient for him. He will not buy a large quantity from a manufacturer when he can pick up his needs daily from a nearby jobber.

This difficulty prevails in the stationery field to a great extent. In fact it exists in any line where there is a small manufacturer in almost every city, who is willing to do almost anything to get business. These manufacturers operate through only two or three States. They comb their territories so thoroughly and so often that a retailer is not obliged to buy very much at a time. In lines such as salad dressings, mustard, soups, peanut butter, extracts, spices, teas and coffees there is such strong local competition that a grocer can immediately have a manufacturer replace a package on his shelves as soon as he sells it. These manufacturers employ salesmen who travel by motor truck and deliver their sales immediately. Jobbers are obliged to recognize this competition and to give the

Oct. 2, 1924

SUCCESSFUL



They Stay Because it Pays

During 1903, its first full year, Successful Farming carried 27,266 lines from 240 advertisers.

In 1923, Successful Farming carried 343,055 lines from approximately 900 advertisers.

Thirty-six of our "first-year" advertisers, who invested \$13,633 in 1903, used Successful Farming in 1923 to the extent of \$117,650—or 8½ times the amount they used twenty years ago.

Isn't this the best possible evidence that year after year, Successful Farming pays consistent advertisers?

There's a Difference in Farm Papers

THE MEREDITH

E. T. MEREDITH, *Publisher*,

SUCCESSFUL FARMING

BETTER HOMES AND

Chicago Office: New York Office: St. Louis Office: Kansas City Office:
J. C. BILLINGSLEA A. H. BILLINGSLEA A. D. McKinney O. G. DAVIES
123 W. Madison St. 342 Madison Ave. Syndicate Trust Bldg. Land Bank Bldg.

UL FARMING



More than 850,000 monthly to real farm homes in real farm territory — largely concentrated in the "Heart States."

Our Bureau of Market Analysis recently completed the most important Survey in history—tabulated from 55,000 reports on what the farmer eats and reads. This information has not been published. It will be presented to conferences through charts. Dates now being made. Write.

Write the Advertising Department for booklet on "Color in the Farm Field"—you may now have the advantage of using four-color illustrations in Successful Farming. Ask our Bureau of Market Analysis for definite information regarding your opportunities in the farm field.

TH PUBLICATIONS

I, Publisher, Des Moines, Iowa

HOMES AND GARDENS

THE DAIRY FARMER

s City Office: Minneapolis Office:

G. DAVIES R. R. RING

Bank Bldg. Palace Bldg.

Western Office:

C. W. WRIGHT

Sharon Bldg., San Francisco The Meredith Publications

F. O. BOHEN

Advertising Director

Oct. 2, 1924

retailer the same service he is getting from local manufacturers.

Thus the practice of selling the retailer any quantity he may want is established and other sellers, whether manufacturers or jobbers, wishing to cater to the same field must follow suit or give up the trade. Many attempts have been made to do away with this nuisance, but we doubt if anything permanent has been accomplished. Some jobbers have tried the plan of charging extra for breaking a case for a customer, but competition is so keen that this plan has not met with success in all quarters.

AN INDIRECT PLAN WITH SEVERAL ADVANTAGES

However there is one indirect plan that can be successfully used to minimize the problem of the small order; that is to establish a definite delivery schedule throughout the local territory being served by the manufacturer. Then when a small order is received from a dealer, he can be informed that immediate delivery is made only on orders that amount to a certain specified minimum and that smaller quantities must wait for the regular delivery date for that section of the territory. He should be told when that day will be. Many houses that have developed an elaborate motor truck delivery service are now following some such plan as this. It is the practice of many of them to call up all dealers the day before their delivery is made and to ask them if they wish to increase their order.

Then, also, an attempt is made to sell them other things not called for on their orders. In this way an unprofitably small order may be converted to an order of considerable size. Some concerns have house salesmen who do nothing but handle this business. In many cases the motor truck driver is a semi-salesman. He always carries an extra supply of staple items with him, so as to be able to take care of any emergency business that comes up on the spot.—[Ed. PRINTERS' INK.]

Screen Advertisers Meeting at St. Louis

The annual meeting of the Screen Advertisers Association is being held today and tomorrow, October 2 and 3, at the Statler Hotel, St. Louis. The program is as follows:

October 2—Morning: Address of welcome by Hon. Henry Kiel, Mayor of St. Louis. Response by Douglas D. Rothacker, Rothacker Film Company, president of the association. Presentation of committee reports, which will be followed by a round-table discussion led by George J. Zehrung, of the International Y. M. C. A.

Afternoon Session: A report on the activities of screen advertising interests at the recent convention of the Associated Advertising Clubs of the World, at London, will be presented by M. J. Caplan, president, Metropolitan Motion Picture Company, and Bennett Chappel, director of publicity, American Rolling Mills Co. Round table discussion led by Elinor G. Kuhn, vice-president, Atlas Educational Film Co.

Earle Pearson, educational director, Associated Advertising Clubs of the World, will outline the program of the Associated Clubs for 1924-1925. James P. Simpson, president, James P. Simpson Co., will discuss "The Screen Association, 1917-1924." A. V. Cauger, United Film Ad Service, will speak on "Merchandising Short Subjects."

October 3—Morning: "Community Advertising in America and Europe," Charles F. Hatfield, president, Community Advertising Association, and secretary of the National Advertising Commission; "Theatre Circulation," A. J. Moeller, Moeller Theatre Service, Inc.; "The Power of Motion Pictures," Clarence H. Howard, president, Commonwealth Steel Company, and a demonstration of slide campaigns by H. A. Rosenberg, of the Standard Slide Corporation.

Afternoon Session: A general discussion will be held on the screening of motion picture subjects. Following the completion of the regular order of business, there will be a meeting of the executive committee.

Retail Research Association Appointment

W. C. Goodwin has been appointed general merchandise manager of the Retail Research Association, New York. He has been with Goodwin Ltd., Montreal, and Lansburgh & Bro., Washington. Mr. Goodwin succeeds George T. Keyes, who has resigned to join R. H. Macy & Company, Inc. Mr. Goodwin will be merchandise manager of all lines except ready-to-wear.

D. M. MacArthur Joins "The Red Book Magazine"

Donald M. MacArthur has joined the advertising staff of *The Red Book Magazine*, New York. For many years he has represented the All Fiction Field in New England with headquarters at Boston.

The Mirror of the World

IN Current Opinion the face of the whole world is reflected. Not only are its form and features pleasingly mirrored, but the world's progress is traced from month to month.

Ours is an age of specialists. We suffer from the myopia of specialism. Immersed in our business, our profession, our children, our hobbies, we turn tired eyes upon life's bewildering pageant. A little helplessly we stare at it through the spectacles of our specialization.

Current Opinion corrects this myopic vision. Its flashing mirror gives the long view on Politics, Business, Science, Invention and Finance, and the wide view on Art, Letters, Religion, Poetry, Drama and Music.

The people to whom Current Opinion appeals are the people every advertiser wants to reach. They can be reached effectively and economically through Current Opinion.

CURRENT OPINION

100,000 Net Paid Guaranteed

Eastern Advertising Manager

R. B. SCRIBNER

50 West 47th Street
New York, N. Y.

Western Advertising Manager

A. W. KOHLER

30 North Michigan Blvd.
Chicago, Ill.

Oct. 2, 1924

Important to advertising
agencies handling building
accounts.

Important to manufacturers
of building products and
equipment.

Announcing a Consolidation of Building Journals

*In Point of Circulation and Number
of Papers Involved, This Is the
Biggest Merger in All
Trade Journalism*

BUILDING AGE and THE BUILDERS' JOURNAL. The Permanent Builder and National Builder will be consolidated beginning with the issue of November, 1924, under the title of BUILDING AGE and NATIONAL BUILDER.

The monthly form of publication will be continued. In the consolidated publication are included the three quality building magazines and the one specialized building journal making "The great paper in a great industry."

The combined journal, with all duplication eliminated, will have the largest paid circulation ever attained by any one building publication.

It will have, to the best of our knowledge and belief, the largest trade circulation ever reached by any one business magazine in any line.



Its advertising rate, unprecedentedly and experimentally low, will be less per thousand of circulation than any building journal space has ever sold at before —a rate about one-third the average price charged for trade and class circulation.

*Write, Phone or Telegraph for
Complete Details*

Building Age and National Builder
239 West 39th Street, New York

You can sell *an Idea* quickly *with motion pictures*



ANY a manufacturer has said, "If I could only get people to do *so-and-so*, it would help my sales enormously." Let motion pictures sell people on that IDEA.

We are helping—

An explosive manufacturer to sell the idea of dynamite as a farm helper.

An industry to sell the idea of the more frequent use of paint and varnish.

An insurance body to sell the idea of fire prevention.

The idea of wearing suspenders, or corsets or hooks on shoes, or shine your own shoes, or more jewelry, or short or longer skirts, or figured or plain silk or satin or cotton! And a thousand and one other IDEAS can also effectively be sold to the great consuming public through motion pictures. And with the IDEA accepted, the printed advertising can concentrate on a choice of brand appeal with accelerated results.

You will find us willing to give you the benefit of our advice on the application of motion picture advertising to your business, without obligation.

EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone Chickering 2110

Established 1910

We have served several large advertisers continuously for over 14 years. "What they say"—sent on request.

Industrial Advertisers to Discuss Reduced Selling Costs

This Is to Be Theme of Program for Convention of the National Industrial Advertising Association

REDUCING the Cost to Sell from Industry to Industry has been adopted as the theme of the annual convention of the National Industrial Advertising Association. The convention is to be held at the Edgewater Beach Hotel, Chicago, on October 13 and 14. It is the first time that the association has held a separate convention apart from its annual meetings as a departmental at the conventions of the Associated Advertising Clubs of the World.

A number of representatives of concerns in the industrial field will tell how their companies synchronize their advertising and sales efforts. Some of the angles from which speakers will approach the subject of industrial advertising are: Industrial advertising successes of 1924; how better industrial advertising can be secured through the united efforts of manufacturers; problems in technical research and the efficient use of mediums and space.

Among those who are to address the convention are: Ezra W. Clark, P. C. Gunion, Malcolm Muir, E. St. Elmo Lewis, P. L. Thomson, Stanley Resor and Keith J. Evans.

The program of the convention, which will be divided into four sessions, is as follows:

October 13—Morning Session: Address of welcome, Ezra W. Clark, Clark Tractor Co., Buchanan, Mich., president of the Engineering Advertisers Association; Response, P. C. Gunion, Hyatt Roller Bearing Co., Newark, president of the National Industrial Advertisers Association; "Using the Case Method of Measuring the Value of Industrial Advertising," G. D. Crain, Jr., publisher of *Class*; Discussion led by R. D. Baldwin, advertising manager, Simonds Saw & Steel Co.; "Echoes of the London Convention," Malcolm Muir, McGraw-Hill Co.; "What I Expect of My Advertising Department," Cyrus McCormick, Jr., president, International Motor Truck Co., or some other president of a large industrial corporation selling to industry; "My Viewpoint on Industrial Advertising of Today," E. St.

Elmo Lewis, vice-president, Campbell-Ewald Co., Detroit, and discussion led by C. B. Cook, of the Elwell Parker Electric Co., Cleveland.

October 13—Afternoon Session: "What Manufacturers Can Do through United Effort to Secure Better Industrial Advertising," P. L. Thomson, Western Electric Co., and president of the Association of National Advertisers; Discussion led by W. S. Dorsey, assistant general manager of sales, The McMyler-Interstate Co.; "The Source of Data in Industrial Advertising," Ezra W. Clark, and a discussion led by J. C. Winslow, Graver Corporation, East Chicago.

There will be a group of five-minute talks on "Industrial Advertising Successes of 1924," by the following: A. H. Oberndorfer, Sivyer Steel Castings Co., Milwaukee; George F. Climo, Brown Hoisting Machine Co., Cleveland; W. A. Grieves, Jeffrey Mfg. Co., Columbus; T. H. Bissell, International Nickel Co., New York, and George W. Morrison, Ingersoll-Rand Co., New York.

Other speakers at this session will be: "Strategy in the Manipulation of Mediums and Space," F. R. Davis, General Electric Co., Schenectady; Discussion led by A. D. Guion, Bridgeport Brass Co., Bridgeport; "Some Problems in Technical Research," P. C. Gunion, and a discussion led by Russell T. Gray, Russell T. Gray & Co., Chicago.

October 14—Morning Session: "Relations of Advertising and Sales Departments," Julius S. Holl, Link Belt Co., Chicago; Discussion led by W. W. French, Dodge Mfg. Co., Mishawaka, Ind.; "Building Millions in Industrial Sales by Advertising," R. C. Readle, Combustion Engineering Corporation, New York; Discussion led by Max Berns, Universal Portland Cement Co.; "Business Papers and What They Can Do for the Advertiser," J. R. Hopkins, Chicago Belting Co., and a discussion led by J. D. Pease, Penton Publishing Co., Cleveland.

"What Our Company Is Doing in Intensive Sales Work" will be discussed in a group of five-minute talks by Edwin L. McFalls, Master Builders Co., Cleveland; R. F. Wood, Autocar Co., Ardmore, Pa., and E. J. Smythe, Fuller & Johnson Mfg. Co., Madison, Wis.

Stanley Resor, president, J. Walter Thompson Co., Inc., or some other prominent advertising man will speak on the subject of "New Opportunities for the Industrial Advertising Manager." This session will adjourn with a discussion led by Keith J. Evans, Joseph T. Ryerson Co., Chicago.

October 14—Afternoon Session: "Black & Decker's Dealer Policy," G. W. Brogan, Baltimore; Discussion

Circulation *Facts* Which Invite Comparison

The remarkable stability of PICTORIAL REVIEW'S circulation is shown by the fact that, *for the past fifteen years*, 1909 to 1923, inclusive, PICTORIAL REVIEW, with the exception of one year, has shown a circulation increase for every single year over this fifteen year period. This record has not been equalled by any other women's magazine.

Since the October, 1922, edition, PICTORIAL REVIEW circulation has been substantially over 2,000,000 net *paid* copies *for each issue*. This also is a record never before maintained by any other woman's magazine for so long a period.

During the ten year period, from 1914 to 1923, inclusive, PICTORIAL REVIEW gave advertisers an average excess circulation of 131,256 copies per month. During the past year, 1923, PICTORIAL REVIEW delivered an excess circulation of 327,000 average copies per month *over and above its net paid guarantee*.

PICTORIAL REVIEW

*Largest Circulation of Any
Woman's Magazine Selling at 15 cts.*

Pictorial Review Circulation

1909—1923

1909	- - - - -	300,000
1910	- - - - -	400,000
1911	- - - - -	600,000
1912	- - - - -	700,000
1913	- - - - -	750,000
1914	- - - - -	986,645
1915	- - - - -	1,074,754
1916	- - - - -	1,217,647
1917	- - - - -	1,234,833
1918	- - - - -	1,328,809
1919	- - - - -	1,643,391
1920	- - - - -	1,855,401
1921	- - - - -	1,724,984*
1922	- - - - -	1,970,576
1923	- - - - -	2,227,000

(ABOVE FIGURES ARE NET PAID)

For this coming year, our guarantee will be 2,300,000 average copies monthly (at least 95% net paid).

* For the year 1921, a year of general business depression, following the tremendously great prosperity of the year 1920, nearly all magazines suffered a circulation loss.

PICTORIAL REVIEW

*Largest Circulation of Any
Woman's Magazine Selling at 15 cts.*

led by L. F. Hamilton, Walworth Mfg. Co., Boston; "The Future of the N. I. A. A." Bennett Chapple, American Rolling Mill Company, Middleton; "Selling by Film," an illustrated talk by R. E. Conder, Boston Woven Hose & Rubber Co., Boston; Discussion led by F. J. Maple, Jos. T. Roebling's Sons, Trenton; reports of committees, election of officers and adjournment.

Chicago Plans to Restrict Whifflepoof Mediums

DO not advertise to help a 'cause.'

"Donate to help a worthy 'cause.'

"Advertise to help yourself."

The recently organized Miscellaneous Solicitations Committee of the Chicago Association of Commerce has submitted these three short slogans to the business men of Chicago to think about. The forming of this committee marks one of the first attempts of an official body of this sort to cope with the evil of whifflepoof mediums. These include souvenir programs, benefits of various sorts, fraternal organization projects and other mediums which have little or no value so far as the advertiser is concerned.

In response to over five hundred questionnaires sent out to representative firms regarding their opinions of this practice many emphatic and enlightening comments came in. A clothing firm reports that 95 per cent of solicitations are promotional schemes and that 50 to 75 per cent of the revenue goes to the promoters. Another claims that it is impossible to find any traceable results from such advertising.

It is the plan of the Chicago committee to investigate these soliciting organizations. Those which survive the investigation will be issued credential cards indicating to any solicited business man that the bearer represents an approved organization. The plan is similar in many respects to the methods used by many cities in recognizing worthy charities.

Cleveland, too, has launched a drive through its Chamber of Commerce against what it terms

"complimentary" advertising. The Merchants' Association of New York is also working along this line. Other commerce chambers may well watch the development of those plans for there are few cities in which the evil does not exist.

A Home Course for Executives

THE FLORSHEIM SHOE COMPANY
CHICAGO, ILL.

Editor of Printers' Ink:

Inclosed find check to cover the following subscriptions to *Printers' Ink* and *Printers' Ink Monthly*:

Milton S. Florsheim (president), Drake Hotel, Chicago.

Harold M. Florsheim (secretary), 397 Palos Road, Glencoe, Ill.

Irving S. Florsheim (treasurer), 40 E. Bellevue Place, Chicago.

Samuel Goodman (general manager), 347 Washington Avenue, Wilmette, Ill.

A. R. Hanson, care of Florsheim Shoe Company, 541 W. Adams Street, Chicago.

THE FLORSHEIM SHOE COMPANY,
MILTON S. FLORSHEIM,
President.

Crosley Radio Appoints K. R. Moses

K. R. Moses has been appointed sales promotion manager of the Crosley Radio Corporation, Cincinnati. Mr. Moses will have charge of a new department which has been formed to take care of the expansion in business, especially the problems of distributors and dealers. Mr. Moses was sales manager of The Amberola Phonograph Division of Thomas A. Edison, Inc. for six years. More recently he has been connected with Schultz Bros., Omaha.

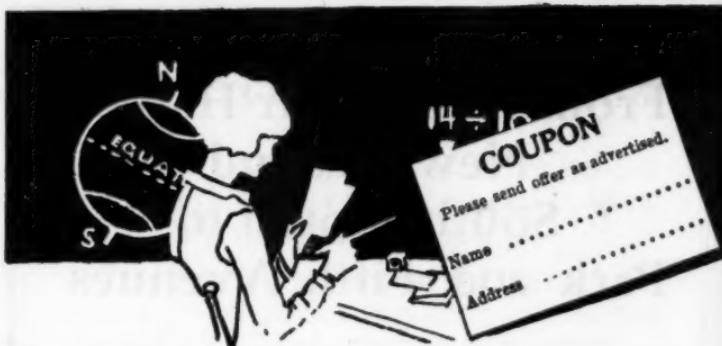
Frank G. Eastman Joins Glen Buck

Frank G. Eastman, for the last four years an executive of the General Motors Corporation, Detroit, has resigned to become associated with The Glen Buck Company, advertising agency, Chicago. He was for a number of years with the Packard Motor Car Company as advertising manager.

Winthrop Hoyt with W. S. Crawford Ltd.

Winthrop C. Hoyt, for the last two years with the *American Agriculturist*, has joined the staff of W. S. Crawford Ltd., London, England, advertising agency. Mr. Hoyt is a son of Charles W. Hoyt, of the Charles W. Hoyt Company, Inc., New York.

The Jewel Tea Company, Inc., for the first thirty-six weeks of the current year, reports sales of \$9,242,069. Sales for the corresponding period in 1923 amounted to \$8,459,353.



A Responsive Market

School teachers are progressive, well paid young women. They are responsive to new ideas and methods and are liberal buyers. Their needs, personal and professional, are almost unlimited. Mail order and general advertisers who are successfully covering the highly profitable teacher market use **Normal Instructor-Primary Plans**—the magazine that is subscribed to and used by one in every four of the Elementary School teachers in this country.

Over 80% of its circulation is in places of 5000 or less where there are few large stores. The teacher has the writing habit, so it is no effort for her to fill out a coupon or answer an advertisement.

The editorial material, classroom helps and methods in each issue of **Normal Instructor-Primary Plans** insure its preservation and continued use by teachers. Issues are not merely read and then discarded but are kept for reference. Advertisers frequently report receiving coupons clipped from issues several years old.

Write for "A Survey of the Educational Market"—presenting valuable and interesting information.

F. A. OWEN PUBLISHING COMPANY, DANSVILLE, N. Y.

CHICAGO: 1018 So. Wabash Ave.
C. E. Gardner,
Advertising Manager

NEW YORK: 110 West 34th Street
George V. Rumage,
Eastern Representative

NORMAL INSTRUCTOR and PRIMARY PLANS

FOR TEACHERS of ALL THE GRADES *and* of RURAL SCHOOLS

Member Audit Bureau of Circulations

Oct. 2, 1924

From Lenox, Bar Harbor Newport and Southampton to Park and Fifth Avenues



AT this season of the year, the Address Department of "Motor Travel" begins changing subscribers' addresses. The changes are made from Lenox, Bar Harbor, Newport and Southampton to Park and Fifth Avenues. In the spring, this change will be reversed.



For further information, address

MOTOR TRAVEL

Published by The Automobile Club of America
Also publishers of the Associated Tours Guide

12 East 53rd Street

New York City

Only Actual Sales Count

RETURNS from a keyed advertisement in a three-year period proved the long life of the Associated Tours Guide.

A keyed advertisement in the 1924 Associated Tours Guide has sold 126 ten-dollar Automobile Club memberships to date.

A somewhat similar advertisement in the 1923 Associated Tours Guide sold 123 ten-dollar Automobile Club memberships up to December 8, 1923, and since then 26 memberships have been sold by this same advertisement, making a total of 149.

A somewhat similar advertisement in the 1922 Associated Tours Guide sold 101 ten-dollar Automobile Club memberships up to December 8, 1923. Seventy-eight of these memberships were sold in 1922 and 45 of them after the new Guide for 1923 was issued.

In each case, a check or money order was attached to the coupon which had been clipped from the Guide. Even better results have been obtained in a follow-up campaign of those people who wrote in to us for information.

An advertising medium with this long life gives real copy a chance to "get over."

For further information, address

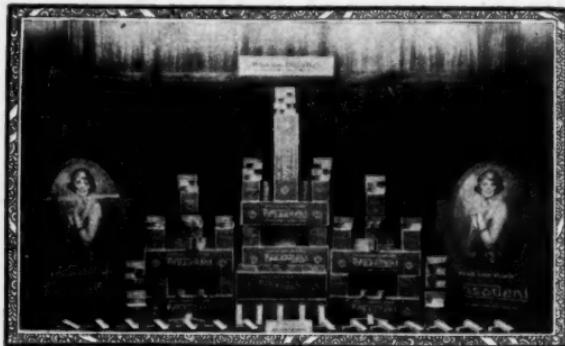
THE ASSOCIATED TOURS GUIDE

Published by The Automobile Club of America
Also publishers of "Motor Travel"

12 East 53rd Street

New York City

Oct. 2, 1924



Accomplishments in Service are the best advertisement

THE Los Angeles Examiner Merchandising Service Department retains a duplicate receipt for each of these window displays, and has sent the original to the advertiser:

GLO-CO - - - - -	185	trimmed by Examiner
SAN-I-SAL - - - - -	144	trimmed by Examiner
WILDROOT - - - - -	500	secured by Examiner
BONCILLA - - - - -	247	trimmed by Examiner
DUTCH CLEANSER - - -	117	counter displays
PARKER PEN - - - - -	154	trimmed by Examiner
SUNSWEET PRUNES - - -	121	secured by Examiner
M. J. B. COFFEE - - - -	100	secured by Examiner
and many, many more!		

Window display installation is only one branch of Los Angeles Examiner Merchandising Service. It also includes trade surveys, route lists, trade paper promotion, merchandising of advertising and other assistance in local marketing.

160,000 DAILY

370,000 SUNDAY

The largest morning and Sunday circulation West of the Rockies makes The Examiner able to handle the job ALONE!

LOS ANGELES EXAMINER

Offices

Eastern - - - - -	1819 Broadway, New York City
Western - - - - -	915 Hearst Bldg., Chicago, Ill.
Pacific - - - - -	571 Monadnock Bldg., San Francisco
Automotive - - - -	703 Kresge Bldg., Detroit, Mich.

Los Angeles Examiner

When a Woman Searches for the Sales Angle

Things That Interest the Better Half of the World Being Discovered through Research

By Merle Higley

SEEKING the woman has become as popular and as profitable in merchandising as it is said to have proved in the annals of crime. Since it has been proved that women have an influence in the sale of almost everything from asbestos shingles to tractors on the farm, many manufacturers have discovered a new sales angle by getting women to seek out other women's buying habits.

On the obvious assumption that women know what women want to serve and eat, the kind of home they wish to have, and how they clean and cook, women have come to play an important part in both the research and merchandising plans for manufacturers of all sorts of products.

In department stores many executive positions have long been filled by women. One of these stores, some time ago, added to its staff a director of color and design now known as a merchandise counselor. She had had years of experience in teaching and training in textile and fine arts. She was given a studio in the store and worked for two years with manufacturers of wearing apparel on models and designs of clothes for the customers of the store. Its patronage was that of the great middle class; its prices moderate. But the officials of the company felt that harmony of design, beauty of color, line and proportion could be produced for the same cost as many of the atrocious and ugly clothes which retailers show to their customers because they or the manufacturer think "It is what the public wants."

Many of the manufacturers had employed as designers women who had grown up in their establishment, knew all the possibilities and limitations of designing

for machine processes, but who had had no opportunity to obtain training in the principles of design. Large orders were involved and manufacturers were glad to co-operate, with the result that the style of garments now displayed by this store are distinctive and smart in appearance though moderate in price.

WORK ON HOUSEFURNISHINGS

After two years' work with the wearing apparel departments the merchandise counselor commenced work with the housefurnishings departments, specializing on the furniture department. She went to the manufacturers whose scale of production and prices met the demands of the retailer and worked out with them the development of the best designs of various periods of furniture at prices within the retail range represented by her customers. Those familiar with furniture manufacture are aware that in this brief period of time a decided change in the design and beauty of furniture for the middle class consumer has been apparent. It has been said that the department and furniture stores of any city determine the taste displayed in the furnishings of the majority of homes in that city. Upon the selection of furniture, curtains, rugs, wallpaper and dishes which they offer to their customers depends the beauty or ugliness of the homes. Manufacturers have found this commercial application of furniture design "good business," and now bring to this woman their designs for criticism and suggestion six months before they begin to manufacture them. She is now working with the manufacturers of textiles, bringing to those whose quality of material warrants it the best of old patterns to copy, thereby making

available at moderate prices the charm and dignity of beautiful colors and designs. Increased sales in these departments, attraction of new and valued customers to the store, together with the increased business of co-operating manufacturers are evidence of the money value of "Art" in "Industry."

In many of the women's publications research departments are maintained under the direction of women, which have proved of great benefit to manufacturers selling to other women. The method of operation often consists in having staff members visit various cities in the country where they shop in retail stores for products advertised in magazines. Merchandise reports are then returned to the manufacturer on the display and sale of his goods, together with criticism and suggestions of buyers, sales people and customers.

STEVENS SPREADS USES REPORTS

As an example of the use of these reports the case of The Stevens Manufacturing Company, of Fall River, Mass., maker of bed spreads, might be mentioned. Miss Ernestine H. Baker, representing one of the magazines, visited large retail stores in various sections of the country, asking salespeople in the bedding departments for Stevens Spreads. She often found them in stock but unlabeled and unknown in many cases to the sales force or to the buyer. She then called the buyer's attention to the sales opportunities offered by the national advertising which the company was doing in a large list of magazines. The variety, style and value of the product was being emphasized to millions of readers, and the salespeople were not tying-up with the information thus given. Co-operating with the manufacturer, a "Bed Spread Week" was put on in two large department stores. Unusual copy and mats were furnished by the advertising department, and one of the first whole pages devoted entirely to bed spreads ever run in a newspaper made its appearance as a result. The tie-up with

salespeople was made. They were given style and selling points and service suggestions and Miss Baker was available for advising the customers concerning their individual problems. The result of these two intensive weeks was a weekly sales volume for bed spreads absolutely unprecedented in amount. It showed the sales possibilities in the communities in a dramatic and unusual way.

This one investigator followed the unlabeled Stevens Spreads on the retailers' shelves back through the channels of distribution to the jobbing house. Recently she spent a day with twenty-five salesmen for a large jobbing concern, pointing out to them the sales assets of national advertising based upon her experience in the retail stores. This particular jobbing house is now retaining the Stevens label on all goods it sells. She also spent a week on the road with one of the jobber's salesmen, giving the retailer display ideas, counter cards and talking points, to assist him in moving his goods. This sales promotion was almost immediate in its stimulus to sales results, and an example of how practical the woman's viewpoint in selling can be made when a manufacturer uses it throughout his channels of distribution.

Many women are working directly in the research sales department of the manufacturers themselves. Louise Francis, of the Best Food Products, Inc., helped to reduce sales resistance on Nucoa by a typical woman's idea. The substitute idea has always been a stumbling block in the woman's mind. Nucoa advertising for seven or eight years emphasized the fact that Nucoa could be substituted for butter on the table. The plan worked out by this manufacturer through his contact with women took the form of developing recipes of diversified uses made from Nucoa. Hard sauces, icings, bonbons and other delicious things which could be made with Nucoa helped to educate the consumer that the product was not an animal fat substitute like oleomargarine. The idea of a substitute was also too closely connected in the con-



THE LIABILITY OF AN ADVERTISING MAN

Many advertising men seem to think it important to constantly get out "Something New." It registers activity. It adds to the gaiety of printers. But does it sell goods?

One of the chief values that experience can render clients is in saying "No" to the countless "clever" and plausible suggestions arising from this fetish for "Something New!"

The money saved from meaningless waste is important. It represents a great sum to the clients we now serve. But it is far more important to know that the real aim and purpose of an advertising campaign is not diverted from the main road to the many easy by-paths of "Something New," leading everywhere, and consequently nowhere.

We regard advertising as a method of selling goods and that the degree of our value to the advertiser is determined by the sales record; never by the number of advertisements prepared.

When we know an advertisement to be effective, we are loath to experiment. The main thing is to find the right idea and stick to it.

Our experience may help to increase the efficiency of your advertising and selling effort.

"What is Advertising," a series of which the above is one has been published under this title. The entire series will be sent upon request.

C. C. WINNINGHAM
Advertising and Merchandising

10 PETERBORO WEST
DETROIT

sumer's mind with the unpleasant necessity of economy or retrenchment in the household budget.

Last December a holiday menu entitled "From Soup to Nuts" was prepared which gave recipes for a delicious Christmas dinner, in every dish of which Nucoa was an essential ingredient. This was distributed to dealers throughout the country for circulation to their customers. One district sales manager has requested a reprint of 300,000 copies and over a million have been distributed in the last six months.

Although Nucoa has been advertised for seven or eight years, no inquiry had ever been received from a consumer in regard to its cooking possibilities. Literally hundreds of housewives have written to Miss Francis from Kansas, Boston, Norfolk, California, Florida, Colorado and every other part of the country, requesting copies of the recipes for their friends, asking for additional ones for themselves and describing cooking experiments which the recipes have suggested to them. One woman wrote that she had used it on her table for five or six years, but had never once thought of using it for cooking. One jobber found the recipes of such assistance in his sales that he requested a reprint of 20,000 for use in his locality.

Sales distribution has so increased that a national distribution of the product has been effected, with the result that a national campaign of advertising becomes practicable from the standpoint of sales results.

Dealer advertising of Gold Medal Mayonnaise and other vegetable oil products of the same company has increased the number of dealers in Greater New York from fifteen in June, 1923, to 15,000 in May, 1924. At the same time recipes were prepared as dealer helps and about 1,500,000 of these were distributed during the last year. The menu-making ability of Miss Francis has been working on mayonnaise with the idea of increasing the variety of its uses which obviously reacts directly on sales. The result is a thousand-island dressing which is

now being distributed, accompanied by seasonable suggestions for serving in an infinite number of ways with hot dishes as well as with cold.

Many an agency copy writer has discovered in talks with women who buy products for the home that they have given many unusual and new sales angles to old products. This is an obvious fact in food and women's clothing advertisements, but it is not so obvious when it comes to a product like real estate.

GOOD SOURCE OF COPY IDEAS

The copy writer for an advertising agency which handles real estate accounts has worked quite closely with a woman connected with a housing corporation as special sales representative. In listening to her discussions with prospective tenant owners, he obtained many valuable copy ideas about the selling points of apartments and the viewpoint of women, who usually have the final choice in the rental or purchase of apartments. She brings to her sales problems a unique combination of experience. She was a college woman who had been a member of the Housing Committee of the Woman's Municipal League of New York when it was studying intensively the problems of population congestion and suburban housing developments. In connection with this study, airplane pictures of the congested areas of New York and of the suburban development of the housing corporation were taken by the League, which, with maps charting the probable spread of future growth of population, hung in the clubrooms of the League for at least a year before the corporation knew of its interest. Thus she brought to her selling a background of intensive knowledge of the living problems of New York City. She finds that the woman of the family will tell another woman that she has never used a certain kind of stove before, or doesn't like the light the ironing board gets in the closet, thus giving an opportunity for demonstrating the usefulness of the arrangement questioned, usu-

THE Providence Journal and The Evening Bulletin are complete newspapers in every respect. They print all the news and tell the truth about it. They are clean—standing for patriotism, public decency, and justice in all things. For nearly a century The Providence Journal has been called the "Rhode Island Bible" and The Evening Bulletin has the same standing with its readers. The policy on which these newspapers are conducted has built for them a character which cannot be written into the rate card.

Advertisers who use these newspapers receive a friendly welcome into nearly every English-speaking family in Rhode Island. Their advertising messages are received with confidence because of the faith the Rhode Island public has in these mediums.

Flat Rate 23c a Line

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
Los Angeles San Francisco

Oct. 2, 1924

The Unknown Show-Time Prospect...

Your exhibit at the automobile shows creates thousands of new live prospects....but many of them remain unknown to you. They come in on you when you or your representatives are conversing with others they look you over, pick up your literature and leave.

But your opportunity to close a sale is not lost. You can follow these prospects to their homes and offices and in a more secluded atmosphere you can convincingly tell them the story of your product through the advertising columns of the *January Show and Reference Number* of MoToR.

Dealers, jobbers, manufacturers as well as owners throughout America buy this big Annual Number of MoToR at One Dollar and a Quarter a copy. They read it and keep it, not for one month, but for an entire year. It is the year-book and guide-book of the industry.

Your show-time efforts will be doubly effective if you use an announcement of one page or more in the *January Show and Reference Number* of MoToR.

MoToR

"The Automotive Business Paper"

EARLE H. McHUGH · Business Manager

119 West Fortieth Street · New York
Hearst Building · Chicago :: Kresge Building · Detroit

ally to the satisfaction of the prospective tenant or owner. Such criticisms are frequently saved for the husband's ear alone, when the sales representative happens to be a man and he has no opportunity for explanations and demonstrations. She found without exception that women invariably walked to the sink in the kitchen to measure it against their height and invariably it was too low for comfort and ease at work. She took back this criticism to the architect, telling him that their prospective tenant owners were all American and the average American woman is more than five feet tall. He replied that kitchen sinks did not come taller from the manufacturer, but, needless to say, the specifications have been changed and the manufacturer is making them American size, to the advantage of everyone concerned. This sales representative has a peculiarly exceptional opportunity to learn what women want and relay it to the architect and manufacturer, who are keen and shrewd in their improvements to meet the desires of their clientele.

Numerous other instances could be cited of the use of educational methods to increase sales, introduce new uses for products and stabilize the market by reducing adjustments and complaints. A soap company furnishes washing instructions for any material which is sent to it. The sample is sent to the test kitchen of its advertising agency in charge of a woman, where it is subjected to the most strenuous treatment before laundry, and exact instructions prepared for handling the fabric or garment, washing it and ironing it. A manufacturer of summer dresses regularly sends his season's samples to be tested for washing before he places his order with the textile manufacturer. If the dresses are to be trimmed, samples of trimming accompany the material, together with a style drawing, so that the instructions for handling and ironing will be specified and practical. Manufacturers of household appliances are availing themselves

more and more of the special knowledge which women have of the use and possibilities of such products. Mechanical matters of ease of assembling and operating, together with the repair problem, are submitted to women specialists for criticism. Directions for operating are edited by them and quite frequently improvements in the product are suggested. Recipes and research bring sales returns to these manufacturers, who promptly broadcast the results of their experiments to the woman consumer.

Dealers cannot be technicians of all types of products for the benefit of their customers, and demonstrators, books and pamphlets are of practical sales assistance, as has been cited. In the field of products for the home or for women's use, high pressure or personality selling is losing ground to that based on specialized knowledge of the uses and style. Investments in such overhead are proving most productive on concrete sales.

British Underwear Manufacturers After Canadian Market

N. Corah & Sons Ltd., Leicester, England, are conducting an advertising campaign to develop distribution for their knitted underwear in the Canadian market. This product is sold under the name of St. Margaret's knitted underwear. Newspapers are being used. J. J. Gibbons Ltd., Toronto, advertising agency, is directing this campaign.

Appoints C. L. Houser Company

The C. L. Houser Company, publishers' representative, New York, has been appointed national advertising representative of the Flushing, N. Y., *Daily Times*.

Atlanta Account for Ferry-Hanly Agency

The Miller Manufacturing Company, Bainbridge, Ga., has placed its advertising account with the Atlanta office of the Ferry-Hanly Advertising Company.

C. A. Snyder Joins Chrysler

C. A. Snyder, formerly sales promotion manager for the Stutz Motor Car Company, Indianapolis, has joined the Chrysler Motor Car Company, Detroit.

An Industry Acts to Uproot Its Hidden Sales Obstacle

The Red Seal Plan to Be the Next Big Co-operative Program in the Electrical Industry

MANY industries have hidden sales obstacles which must be uncovered and uprooted if progress is to be made. In the electrical industry this hidden factor that retards sales is insufficient wiring.

Insufficient wiring in the average home has long been an obstacle to the increased sale of portable lamps and fixtures, dining-room, kitchen and laundry equipment, air and water heaters, bedroom and bathroom appliances and a great variety of electrical labor savers and conveniences which have come on the market during recent years. The installation of wiring has not kept pace with the growth of electrical devices and appliances for the home and the supposed difficulty of installing extra wiring after the building is completed has continually retarded the impulse to buy these new and appealing electrical devices. Even those who are fully familiar with, and are desirous of using modern electrical equipment, are frequently annoyed by the lack of sufficient outlets to enable them to use electrical devices conveniently.

This is particularly true of the great numbers who live in rented houses. However, even those who build and own their homes are seldom able to foresee their electrical needs. Few people know how to specify all of the technical details of wiring to give them the kind of service they will want later.

The fact that the wiring of a modern house is concealed within the walls and the inconspicuousness of outlets and switches has a bearing on the situation. The prospective purchaser of a home who is very careful to see to it that the bathroom facilities, closet space and other obvious features of the home are in accordance with his or her desires frequently

fails to notice the number or location of the electrical outlets. Not until the family moves in do they discover that there is no place to connect the beautiful bridge lamp, the toaster stove, the washing machine, the curling iron and other electrical conveniences. Then Mrs. Housewife is quite likely to express a forcible opinion of electrical men in general and whoever in particular wired that house and failed to provide outlets for her treasured appliances.

This situation is responsible for the fact that next year, in the various cities throughout the country, the public will begin to hear about the Red Seal, the symbol of an adequately wired home. Home-owners and builders, architects, contractors, real-estate men and others interested in the construction and service facilities of homes will be told about the significance of this emblem and what it means in terms of convenience to the housewife and tangible market values in selling a house.

The Red Seal Plan, as it is known in the electrical industry, will have required about two years for its development. The plan is actually in operation in Toronto, Canada, where it has been observed and studied by representatives of the Society for Electrical Development. It was initiated by the Electrical Service League of Toronto, which is a local co-operative organization of electrical men.

In developing the idea in Toronto, it was, of course, only necessary to consider local conditions in that city. The expansion of the plan to provide for its application throughout the United States has necessitated the consideration of a great many variable factors. The Society for Electrical Development has undertaken the job, redesigned and copyrighted the seal in the United

**THE
ERICKSON COMPANY**

Advertising

381 FOURTH AVENUE, NEW YORK



If you want to know about our work,
watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
WELLSWORTH PRODUCTS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
CONVERSE RUBBER SHOES
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
NEW-SKIN

What we've done for others we can do for you.

Oct. 2, 1924

States, presented the plan to the various associations interested, obtained the appointment of advisory committees and now has the plan practically worked out.

The success of a national program of this kind is entirely dependent upon the facilities available for putting it into operation locally. This is where the local electrical league comes into the picture. For several years the Society for Electrical Development has been fostering these local organizations which enable all the electrical men in a given community to get together, learn to know each other and to work harmoniously in various activities of common interest.

Now how will the Red Seal Plan be operated? Briefly, the Society for Electrical Development having copyrighted the Red Seal and provided the material for its operation, will license each local electrical league to issue Red Seals to properly wired houses. The seal is issued by the league to the home. It is not given by the contractor to his customer, inasmuch as any home that is wired according to the published specifications must receive the seal regardless of who made the installation. The detailed wiring specifications are drawn up for each community and submitted to the society for approval in the application for a license. Such specifications are also subject to revision from year to year so that the Red Seal standard may be gradually raised as conditions warrant.

The plan provides for the inspection of the wiring by an employee of the local electrical league. If the number and location of the lighting and appliance outlets and switches is in accordance with the standard established, a large Red Seal poster is put up on the outside of the house. A certificate is also issued to the home-owner and a smaller seal is permanently attached to the meter box. Each seal will be registered and numbered by the league. The plan, of course, provides that the Red Seal standard be advertised by the league in the

local newspapers, by direct mail, through window displays of electrical contractors and dealers and through special literature to architects, builders, etc.

It has been demonstrated in Toronto that the public will quickly grasp the idea that a house with the Red Seal is properly wired. Building and real estate interests are likewise quick to see the Red Seal as a commercial asset. This is particularly important since one of the great difficulties in the past has been due to the speculative builder. Such builders frequently assert their willingness to install proper wiring in the homes they build, provided there is any chance for them to "get their money out of the job." Naturally, so long as buyers do not appreciate the difference between adequate and inadequate wiring, they are loath to spend any more money than is necessary to get by. In Toronto the Red Seal is becoming a prominent feature of the classified real estate advertisements. It is invariably featured in the description of the home.

When the effectiveness of the Red Seal Plan has been demonstrated in the United States it will no doubt be followed by similar symbols of merit for other features of the modern home. The strength of the plan lies in the fact that the specifications are drawn up by a responsible, local, co-operative organization and approved by a national organization, representing the industry whose products or services are concerned.

Obviously, such a standard cannot favor any type or make of product. The standard must be high enough to command respect. It must also be reasonable or it will fail of its purpose. The standard, therefore, represents the best thought of the best-equipped men in any particular community. The setting up of such a standard means a real service to the public and one which the public will quickly appreciate. Also, it is of such apparent publicity value that advertising, in the industry concerned, must inevitably be stimulated.

200,000

yearly average
net paid circu-
lation daily

Guaranteed

from Oct. 1, 1924
or pro rata refund-

DAILY MIRROR

New York's Better Picture Newspaper

E. M. Alexander, Publisher
J. Mora Boyle, Advertising Manager

55 Frankfort Street, New York.

Phone Beekman 8000

ERWIN, WASEY & COMPANY

Advertising

CHICAGO

NEW YORK

PARIS

LONDON

Electrical
Department



Something more than seventy millions of dollars will be spent this year for vacuum cleaners; another seventy millions for washing machines; a staggering total for other home electric appliances, from refrigerators to curling irons. Big money, but just a beginning! Half of the twenty-five million homes in the United States are still to be electrified. The purchasing agent for this tremendous and tremendously growing business is a woman—the American housewife. We have known her a long time, and can properly introduce you.

Advertising prepared by Erwin, Wasey & Company already has helped sell this woman millions of dollars worth of electrical utilities. We know when and where and how she buys. It is tested experience of this kind, plus a rare and accomplished craftsmanship in advertising, that makes the services of this agency uncommonly valuable to manufacturers of merchandise for the home

What Retailers Think of the Leads You Send Them

Three-fourths of Those Interviewed Claim It Is Not Worth Their Time to Follow Up Sales Tips from the Manufacturer

By H. A. Haring

AS a result of their general advertising, manufacturers receive a certain number of consumer inquiries. These may be in the direct form of requests for further information about the product; they may be provoked by irrelevant features of the advertising copy which are deliberately set as traps to secure "names"; or they may result from applications for booklets and similar matter which the manufacturer offers for distribution. It is the custom of manufacturers to pass on to local dealers what is, in trade, known as a "tip" to the effect that a certain individual is prospectively a customer for the goods.

It is not the present purpose to consider that class of replies to advertising which may be answered immediately by the manufacturer, such as those where the inquirer remits for a book, a sample or trial package of soap or hosiery. These come properly within the mail-order field. Nor does this discussion take into account merchandise that is ordinarily marketed through the branch agency, whose whole duty is to pursue every possible prospect. No "lead" or "tip" for life insurance is overlooked, and the same statement holds true with organizations which sell securities, automobiles, typewriters and calculating machines, washing machines and vacuum cleaners, and the whole gamut of wares that are sold by company-directed salesmen. For the reader of an advertisement to reply to the main office of such concerns is a certain invitation for a salesman's call—so much so, in fact, that genuine seekers for information, who have no intention of immediate purchase, hesitate to make any sort of request to the manufacturer.

There remains, however, another grouping. It includes those manufacturers whose products have national distribution but who, at the same time, distribute not through their own branch agencies but through the channel of established retailers. The manufacturer of this type has no direct contact with his customers. He markets through the retail store. His advertising aims to create consumer acceptance for his product. Within this grouping, furthermore, a difference exists between small articles and large—more properly between inexpensive and expensive. The consumer, for example, who through seeing the advertiser's copy becomes interested in a tooth-paste, a collar or a small tool is likely to satisfy his own interest by inquiry of the local dealer. The article does not warrant the dealer in going to him. The other extreme embraces goods of more permanent nature and higher cost, the major portion of which are bought but a few times in a lifetime. Of such goods are much domestic electrical equipment, iceless refrigerators, farm lighting plants, plumbing and lighting fixtures, heating plants for homes, roofing and insulating materials, and the smaller farm machinery. The list is, of course, endless.

FAULTY FOLLOW THROUGH

Manufacturers of this type receive inquiries. Having, however, no sales organization that meets the consumer, the manufacturer is unable to follow through to the point of interviewing the inquirer. The only method open to him is to pass it on to the local retailer who represents the goods. As a rule the manufacturer uses for this purpose a printed form of card size.

With those manufacturers who

Oct. 2, 1924

have their own salesmen in the field, a detailed report is required. In this manner, the ordinary statistical tabulation indicates the proportion of sales to inquiries, the nature of sources, etc. This very information is wholly lacking for the other group of manufacturers, those who distribute through retailers. For them it is out of the question to demand a final report. They neither have the authority which they would have over their own employees, nor are retailers, as a whole, skilled in making written reports. It results, consequently, that this group of manufacturers possess no information as to the sort of persons who send in the inquiries, the proportion who finally purchase either their goods or others of similar make, and like data. They are utterly at sea to know whether their retailer-distributors follow up the clues; whether they value them or file in the scrap-basket; whether, in fine, some special method should be developed to handle direct inquiries of this nature.

In an effort to determine these matters, for one manufacturer, some interesting facts have been unearthed. They may shed light on the general question involved, although the investigation has not been projected far enough to yield a conclusive solution.

In the first place, it becomes evident that a certain proportion of inquiries are idle. This is the experience of all advertisers. Scores of replies come from those who merely seek information—information, too, which the manufacturer is willing to provide. It is a legitimate corollary to advertising the product. In July, an up-State New York retailer permitted examination of fourteen cards that had come to him from one concern which has been advertising an iceless refrigerator. Of the fourteen, he had followed each in person to a finality. Two were from local "inventors," who wanted to collect all the information they could; one was from an architect's apprentice, with about the same purpose; one other came from a woman who was a stockholder in an ice-manufacturing

company, who had become alarmed at the alluring statements of the advertisement; a fifth was "curiosity" from a schoolboy; the remaining nine were genuine prospects, although of these the retailer characterized four as "just wishing for the thing." This retailer lives in a city of 30,000 inhabitants.

In the same city, a building-supplies dealer showed eight tips for roofing material. Four of them, one-half of the total, were what he called "foolers," that is, they led to no prospective sales. One, he alleged, came from a postage-stamp collector whose name has repeatedly been received from manufacturers and of whom it was stated: "That fellow collects precanceled stamps and he'll do anything to get one from a new town." Another was a nine-year-old boy, prompted by "the craze they all get: sooner or later every boy has a spell of answering advertisements." A third was from an attorney who was collecting information on roofing materials for use in a suit he was prosecuting, while the fourth idle "lead" was from a advertisement writer for a newspaper who, for his own ends, sought information.

WHAT EIGHT "TIPS" TO A DEALER PRODUCED

After listening to the recital of these four instances, it seemed only kind to inquire what the other half of the eight "tips" had brought forth. The retailer turned over the cards to show his record of "follow-ups." Each of them had resulted in a sale of some sort—three of the particular roofing material and the fourth of slate roofing.

In an interview with a dealer in building supplies in an Iowa small city this statement was given:

"Yes, we get manufacturers' tips. Some of them get us business, but 90 per cent of them are as vaporous as toy balloons. I don't know where they originate, but a lot that we get from the manufacturers we never take the pains to follow through.... We know every person in the county, and we know from the

**NOW
IN MORE THAN
150,000
FARM
HOMES
*each month***

**For
Quality
Coverage!**



FARM MECHANICS magazine is one of the *class publications* in the agricultural field. It offers manufacturers and advertisers an opportunity to concentrate their advertising fire on the agricultural leaders of the country—the tractor and machine farmer—the *men who are buying today*.

No other national medium adequately covers this special and most responsive market. It is a case of class circulation naturally limited because of quality coverage—with a minimum of waste. And the rate is lower than the class medium scale!

Ask for our booklet, "Beating the U. S. Census Figures" for the complete story of quality coverage.

Latest A. B. C. Figures Available, 122,943, as of the June, 1924, Issue

FARM MECHANICS

1827 Prairie Ave., Chicago 261 Broadway
PHONE CALUMET 4770 PHONE BARCLAY 5265 New York

name in lots of cases that the person could never hope to buy the article."

The sentiment here expressed is the attitude of many retailers. They prejudge the case. Unless the name suggests ability to purchase or likelihood of friendly welcome, the card is tossed aside. The whole purpose is defeated by the unsalesmanlike attitude of the retailer, who, in talking of the matter magnifies the illusory errands upon which he has been led and who fails utterly to see the underlying intent. Of business imagination the average retailer appears to have little; of willingness to invest effort for future return he has even less. If it were necessary to sum up into a single conclusion the results of investigating this problem it would be this: the majority of retailers give no heed to manufacturers' tips of this nature. Exceptions are numerous, but of retailers interviewed fully three-fourths attach no value to these leads.

THINK LEADS UNIMPORTANT

The retailer reveals an odd attitude toward advertised goods. Advertising has, apparently, done so much to create sales for specific articles that the retailer conceives his duty to be merely that of standing behind his counter to hand over the goods for cash. This non-aggressive position bears directly on the follow-up of advertisement tips. Fully half of the retailers interviewed, it is safe to aver, would approve the statement of one of their number in a Connecticut city of 100,000 population:

"I throw them away. I'm not a shoe-leather hireling of the _____ company. If they think some clerk up on Forty-first Street is going to chase me all over Connecticut they've another guess coming. If they want to advertise their goods, let them do it the way the rest do—buy space. They have no right to expect me to leave my business to go gallivanting around chasing rainbows. Just because I handle their goods and send them a lot of business doesn't give them any call on me."

The same thought was voiced by a Cleveland dealer carrying the same line of goods:

"I'd like to do it for the _____ company. Sometimes I feel guilty in not doing it. Two of those cards came from them this morning, but I heaved them out. . . .

"In a city like Cleveland, with 300 dealers in our line, it would be folly to hunt up the people that send in such inquiries. If ever they bought the goods they would patronize their regular dealer—certainly would never come to me. If the _____ company has no salesmen of their own to cultivate this business they cannot expect us dealers to do it for them. In a small town, with one dealer, it might be different, but in a city there's nothing to it."

Later the same day, occasion was made to interview the branch agency of the manufacturer in question. The general sales manager said:

"We haven't the time to go after everybody that answers the company's advertisements. We sell to jobbers and through them to dealers—it's up to the dealers to scurry for the business. This office has all it can do to line up the architects and contractors without bothering with the small fry of single installations."

It would, therefore, appear that the small-town dealer prejudices the case by relying entirely upon his knowledge of the people in his community, while the large-town dealer is unwilling to educate demand that may be satisfied through a rival retailer. Neither classification of dealers attaches great value to these "tips" and probably three-fourths of them make no effort to develop them into business.

Exceptions occur. They are mightily significant, because they disclose the possibilities. A most aggressive dealer of a Southern city of 100,000 was encountered who keeps records of everything. He relates that next in value to hints from architects' offices of new business are the cards of a certain manufacturer. He says, "I have a larger percent of ultimate sales from inquiries of this class than of all others." It was

THE RISING TIDE OF QUALITY

More and more people are turning to THE QUALITY GROUP for their constructive reading and the result is an increase in QUALITY CIRCULATION.

The current A. B. C. reports show a substantial increase for The Quality Group, a growth in which every magazine contributes its share.

The Quality Group

ATLANTIC MONTHLY
HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE
WORLD'S WORK

681 Fifth Ave.

New York



Oct. 2, 1924



AGAIN DAYTON is the center of interest. Thousands will come to this city to view the great spectacle of the air. That Dayton is one of the most popular cities in America becomes more apparent as time goes on. Business activities are keen in this great city.

The outstanding enterprise in Dayton is the development of the air industry, closely followed by the greatest concern of its kind in the world, the National Cash Register Company. This gigantic concern recently announced the biggest business in the history of its organization. The Delco Light Co., with the recent announcement of a new product, has brought business from all parts of the world to its doors. Dayton is about to enter upon a great era of business activity, the greatest in the history of its incorporation. Its 300 factories are launching forth with a confidence never before experienced.

Dayton is represented with a metropolitan daily and Sunday newspaper. Housed in one of the most modern plants in the country, enjoying a tremendous lead in circulation, far excelling in advertising lineage, secure with reader confidence and distinction, it has become the unanimous choice of advertisers in both the local and national field. Dayton cannot be covered completely without the News, but can be covered to the tune of 96% with the News exclusively. Dayton can be judged along with the great cities with the same degree of prospective results.

The *Dayton News*, *Springfield News* and *Canton News* offer a value unexcelled on the basis of a combination rate.

The News Ledger
DAYTON DAILY NEWS • SPRINGFIELD DAILY NEWS
CANTON DAILY NEWS • MIAMI DAILY NEWS

interesting, too, to find that he could classify manufacturers in the order of the percentage of sales to tips and he even held definite ideas as to the type of copy that yields most. He commented further:

"In our business (steamfitting and heating) the rub is to know where to go after business. Two or three times in a man's lifetime he'll want our line. When the mail brings me one of those cards I hotfoot it after the fellow—and I go myself, too. Even if half of them are N. G., what's the difference? What I want is someone to work on for a contract, and I'm darned glad to get these tips."

From a dealer in an Iowa town of 2,000 or 3,000 came this telling interview:

"It used to be that I gave no attention to the cards we got from manufacturers. Then one day I woke up. . . . I went to see a man who was building a new store here in town, trying to get his plumbing and heating contract, and he wanted to know why I let the fellows from Sioux City snake the business right from under my nose. He had me knocked cold, of course. . . . I found out that he had signed up for his steam heating and the plumbing with the Sioux City fellow and the reason was that the owner had answered an advertisement about a certain product. His inquiry had got round to the fellow in Sioux City, who came down here and made such a play that he walked out with the whole ball of wax. . . . What beat me most was that the manufacturer had sent me, too, a report of the inquiry, but I had shoved it somewhere and had done nothing about it."

A dealer in a Minnesota city of 25,000 related this interesting experience:

"Tips from manufacturers give us a lot of foolish leads. Lots of people answer advertisements just for the sake of learning something. They have no idea of buying. They just want to know. People take fits of answering advertisements. . . .

"On the whole, it pays to run

down every case, because this much is a sure thing: the person is at least interested to let me talk about the goods. That is an attitude which I have to build up with most of my prospects.

"A couple of years ago when I got back from a vacation, I had advertising answers from three manufacturers for three different lines of our goods all from one woman. She lived seven miles out from town and had no telephone. So the first Sunday that we went out for a drive we stopped there. No one was at home. The place did not look very prosperous and my family guyed me about it a couple of times that week, and, next Sunday, when we started out they asked me if I was going to see that woman again. I hadn't thought of doing it, but just to spite them I did.

"I did a \$6,000 job for her. . . . She was planning to build, and move to town, and by the time she consulted her architect she had a list of my goods. . . . I got that job without competitive bidding, and I never did a finer piece of installation in my life."

Such incidents as the last three indicate the solution. Manufacturers who depend upon dealers to push their goods must undertake the task of educating those dealers to the fine possibilities of following to the bitter end every tip that comes through advertising. Unless this be done, the gain from advertising is deliberately discarded. At the present time only about one-fourth of the dealers realize the opportunity. Upon the manufacturer it is incumbent that they be shown the light to the end that every inquiry shall be given the utmost of consideration. Manufacturers will be throwing away many chances to market their goods unless in some manner they prove to their dealer-representatives that it is worth their time to follow up such tips, and to follow up with competent salesmanship.

Martin C. Ebel Dead

Martin C. Ebel, publisher of the *Gardeners' Chronicle of America*, New York, died recently at Summit, N. J. He was fifty-two years of age.

First-Hand Facts about Advertising in Australia

Some Important Pointers That Will Help All Exporters to That Country

*Washington Bureau
of Printers' Ink.*

EVERY exporter selling in Australia, and all manufacturers and others who are contemplating selling campaigns in that country, will be interested in Special Circular No. AD75, soon to be published by the Specialties Division of the Bureau of Foreign and Domestic Commerce. In this circular, the Bureau has compiled for the first time a mass of interesting and valuable facts regarding advertising in Australia. A great deal of the information cannot be secured from any other source in this country.

A number of special consular reports form the basis of the compilation, which has been prepared under the direction of Warren L. Hoagland, chief of the Division. For some years Mr. Hoagland was export manager of the Burroughs Adding Machine Company. He has had considerable experience in selling to Australia, which has enabled him to edit and arrange the material so as to answer many of the questions that arise when planning an Australian merchandising campaign for almost any line.

The circular is mimeographed and is issued in two parts. The first deals with advertising methods, and the second with mediums. Both parts can be secured only by request to the Bureau of Foreign and Domestic Commerce.

After offering some valuable and general observations on the subject, the first part of the circular states that there is an organization in Melbourne, known as the Ad Club of Victoria, which has formed itself into a distributing centre, or clearing house, for American advertising in Australia. It explains that the members of the club make no claim to ability to write better advertisements than those written in America. They do claim, how-

ever, to have a knowledge of Australian conditions and requirements that only people long resident in the country can possess. It is the duty of the allocation committee of this organization to consider the proposals of any American advertiser.

The report then describes the way in which the committee functions. The advertiser's proposition is placed before the proper Australian organization which reports to the committee. The latter organization makes a small charge for its service, which includes several important functions. The address of the club is given and complete directions for applying for the service.

Some of the reasons for the failure of certain American advertising campaigns in Australia are submitted, the two distinct types of local advertising agents are described, forms of remuneration are stated, and a list of agencies is included in the report.

MEDIUMS DISCUSSED

Several paragraphs are devoted to a frank discussion of the value of the principal newspaper mediums, published in the city of Melbourne, and the trade papers suitable as advertising mediums are listed. Under the heading, "Poster and Painted Boards," information as to these mediums is given together with rates, a list of reputable service companies, and general information both for Melbourne and the entire country. Similar facts are presented regarding electric signs, motion picture slides and other mediums.

The report then gives the same detailed information for the cities of Sydney, Adelaide and Newcastle. While the facts pertain in large part to the four cities mentioned, the report also covers advertising throughout the Commonwealth. For example, it is

SOMETHING TO KNOW /

Even for utility letterheads, forms, and mailing-pieces, you can afford a Strathmore quality. It means an increase in effect, none in cost. The name of this grade is—

Blandford Bond

Strathmore puts Strathmore quality into a variety of printing and letter papers. Why not make it a rule to see what Strathmore can offer? Your printer will be glad to show you samples of Blandford Bond, and other Strathmore Expressive Papers. Write for the Strathmore Town Stationery Portfolio and sample packet. Strathmore Paper Co., Mittineague, Mass.

STRATHMORE TOWN!
—Where quality Papers
are part of the picture

STRATHMORE Expressive Papers
are Part of the Picture

Oct. 2, 1924

pointed out that it is generally believed that American firms which intend to advertise their products in the State of New South Wales will be wise to select for their advertising mediums the daily newspapers of Sydney, as well as those of certain of the larger towns. It then lists the general and trade publications that circulate in this State.

Throughout the report are to be found unusual items of information. Among these is the fact that the New South Wales Government Railways and Tramways do considerable poster advertising, and that all poster and painted boards at the various suburban and country railway stations along the lines are controlled by them. Another is that the Union Theatres, Ltd., which operates an extensive chain of the highest grade motion picture houses in all sections of the Commonwealth, maintains its own motion picture slide advertising agency.

While the first part of the report is concerned with methods of advertising, it also furnishes some valuable information relative to related subjects. The general characteristics of the country and the people are discussed, and the exceptions to the expected conditions are carefully noted, such as the following.

"Advertising is not carried on so extensively by the business people of South Australia as is the case generally in the United States, or even in the States of Victoria and New South Wales. No advertising is permitted on street cars or railway trains."

In all, the first part of the circular gives an array of details apparently sufficient to guide the advertiser in the intelligent preparation and placing of a campaign of any size. The second part presents a list of the principal publications published in the Commonwealth.

The latter, under the headings of nine cities, gives the names of the newspapers, magazines and trade publications published in each, with the circulation figures claimed and page size, together with a brief individual descrip-

tion wherever possible and frequently a statement as to the class of readers reached.

Neither in detail nor as a whole does the report lose anything of value for the reason that not all of the consuls are experienced advertising men. It is evident that a great volume of material has been boiled down and carefully edited, and it is also evident that the original material was very carefully gathered from authentic sources.

Advertising Credited for Increased Sales in Want Ads

The Studebaker Sales Company, Philadelphia, in advertising for additional salesmen, gives advertising the credit for the greater sales which necessitated an increase in its sales force. A few days before this want advertisement appeared, the company used full pages in newspapers describing the new models. This announcement was preceded the day before by an invitation to the public to visit their salesrooms and take part in the unveiling of the new Studebaker Motor cars. The unveiling was done by Director of Public Welfare, Charles Grakelow. The want advertisement stated in part, "We need three more salesmen to take care of the greater Studebaker market which has been created by the latest Studebaker models and the greater advertising featuring them."

Lighting Contest Advertised in Canada

Canadian magazines are being used to advertise a Home Lighting Contest which is being conducted by The Lighting Educational Committee of New York and Toronto. Page advertisements announce the terms of the contest and state that the prizes include scholarships in American or Canadian colleges, with a first prize of a modern electrical home.

To Change Name to "Store Operation"

The Supply Buyer, Cleveland, beginning with the November issue, will change its name to *Store Operation*. This change has been made in accord with the decision of the publisher to broaden the scope of the publication which is published in the interest of department store management.

School Accounts for Kirtland-Engel

The Kirtland-Engel Company, Chicago, advertising agency, has obtained the advertising accounts of the B. W. Cooke Correspondence Schools, Chicago, the Chicago Auto Shops and the Coyne School of Draughting.



BAKER-VAWTER

Back of each product in the Baker-Vawter line is a fine zeal for making good merchandise that will fit most effectively the use for which it is intended. "Baker-Vawter Quality" has thus come to mean reliability, economy and satisfaction.

Thirty-six years ago, Baker-Vawter made the first loose-leaf binders.

In later years they added a full line of steel filing equipment. As printers of many kinds of labor-saving office forms, they are one of the largest in the country.

For seven years it has been our pleasure and privilege to be associated with the Baker-Vawter organization, as their advertising counsel.

Williams & Cunningham

Whose business is the study and execution of good advertising

6 North Michigan Ave., Chicago. 111 Fifth Avenue, New York

Clients we serve

American Stationery Company Personal Stationery	Hart Schaffner & Marx Clothing
The American Tobacco Company Bull Durham Tobacco	The Holt Manufacturing Company, Inc. "Caterpillar" Tractors
Baker-Vawter Company Office Systems and Equipment	Ingersoll Redipoint Company Redipoint Pencils
California Fruit Exchange Deciduous Fruits	Marshall-Wells Company Hardware and Household Specialties
Geo. B. Carpenter & Company Marine Supplies	Morton Salt Company Salt
Chicago Steel Foundry Co. Super Steel Castings	Northwestern Yeast Company Baking Yeast - Yeast Foam Tablets
Cornell Wood Products Company Wall-Board	Peaslee-Gaulbert Company Paints and Varnishes
The Cudahy Packing Company Old Dutch Cleanser	Perrot Brake Corporation Mechanical 4-Wheel Braking Systems
Davenport Bed Makers of America Davenport Beds	Sun Oil Company Sunoco Lubricants and Petroleum Products
Ditto, Incorporated Duplicating Machines and Supplies	Western Clock Company Big Ben - The Westclox Family
Fibopak Company "Fi-bo-pak" Containers for Fruits and Vegetables	Western Fruit Jobbers Association of America Fruits and Vegetables
Wheary-Burge Trunk Company Wheary Wardrobe Trunks	

Oct. 2, 1924

One Thing ALL Editors Agree On:

The Abolition of "Pittsburgh Plus"

WILL MAKE

G A R Y

The Steel Center of the United States

The United States Steel Corporation's acceptance of the court decision against the "Pittsburgh Plus" practice opened additional gateways to prosperity in Gary—for steel can be made cheaper in Gary than any other place in the nation!

**\$33,000,000 in Construction
Now Under Way!**

The steel corporation has been foresighted—the new \$23,000,000 tube plant at Gary is near completion and the first unit will be in operation this year—within a few months of the death of "Pittsburgh Plus."

New churches, new business blocks, new lodge homes, new street car lines and hundreds of residences and apartment buildings are being built by several thousand building tradesmen.

**Gary's 80,000 Residents Reached
by ONE Newspaper**

Gary's only daily newspaper, The Gary Post-Tribune, goes into 11 out of 12 English-speaking homes where substantial and steady incomes bring a quick response to advertising.

Circulation Over 14,000 Daily

GARY POST-TRIBUNE

Gary, Indiana

Member of A. B. C.

Western Offices

Knill-Burke, Inc.

122 South Michigan Ave., Chicago

Eastern Offices

Knill-Burke, Inc.

Brokaw Bldg., N. Y. C.

Headlines with a Double Meaning

Unfortunate Things Take Place When the Wording Fails Perfectly to Synchronize with the Illustration or When the Significance Is Clouded

By W. Livingston Larned

HE was a garage repair man, without a college education, and some things eluded him. For example, the owner of a car had pointed out a magazine advertisement for a popular automobile, and read aloud the headline.

It was: "Stamina in the engine."

The repair man blinked and scowled.

"That's a new one on me," he said. "Is it something like carbon?"

Great care should be taken in the building of headlines, not only in their own right, that they may be perfectly clear and with but a single meaning, but that they will synchronize with the illustration that is near them. Some very funny and unexpected complications take place—and all unintentionally.

The reader enjoys finding a headline with a double meaning. He will twist it about if he can, for it is a sure sign of acumen. He is bright enough to discover it.

The writer found a group of men laughing heartily over a headline which was boldly displayed in a magazine advertisement for roofing material. The picture was of a prospective house builder talking things over with an architect, and the somewhat startling words were:

"Get the roof off your mind—definitely and permanently."

These men would see the phrase in one light only and it was not the one intended by the advertiser.

To them the meaning was dual and therefore funny. However justified and proper the idea was, its relation here was a little unfortunate. The roof of a man's mind is his skull. Here were two thoughts and ingredients which failed to mix happily.

The advertised article, in another case, was a patented device

for camp cooking, and the illustration reproduced this stove, together with a tanklike device in outline, which demonstrated the manner of filling.

The headline read:

"When your foot gets tired pushing on the gas—stop!"

One would naturally suppose, since the headline followed the illustration, that these words had something to do with the picture and the product. Not so. For the next few lines brought out another thought entirely; it went on to explain that when your foot gets tired from feeding gas to your car, stop, strike camp, and start an appetizing repast, with the little stove as loyal friend. Here was a case where headline and picture had absolutely nothing in common and were really confusing and misleading.

CONSIDER THIS BAKED BEAN COPY

We can't believe that the best caption for the picture of a can of beans, is: "Your family stands on the threshold of a new experience." The tongue and not the feet are related to this great adventure.

In a little box, well down in the composition, over a block of type, the words appear in the advertisement of an electric fan:

"The Fan That Has Them All."

Now this phrase is not complete in itself. In fact it just doesn't make sense. It leaves the reader very much in a quandary, because it is strangely incomplete and unsatisfying.

At the very top of the display is the key. "Beauty, Power, Silence," but there is distance between, and flying birds and other illustrative features. It is not permissible to suppose that all readers will go directly from the topmost words, down through a border, and to the headline.

Any such blend of two sets of

Whereinell Is It?

Since you have asked, we will say that Ilion is 12 miles east of Utica. It has only 2264 houses and apartments, but it eats up 3225 Observer-Dispatches every P.M. Nelliston, a little further east, has 130 houses and absorbs about 135 Observer-Dispatches daily. If you are getting interested in such saturated circulation, please send for our booklet on this territory.

Utica Observer-Dispatch

*Member Empire State Group
Each the Leader in Its Field*

J. P. MCKINNEY & SON

New York

Chicago

Los Angeles

headlines should come reasonably close together, we believe.

We recently saw a very fine illustration of a manufacturer's shoe, executed with great care. It was a handsome shoe and we can scarcely believe that it was guilty of the thing suggested by the bold line of type directly beneath:

"Yawning shoes mean tired feet."

Something wrong here. A negative, descriptive headline accompanied by an affirmative illustration. If an ill-fitting shoe had been used, and the frankly negative appeal, we would understand this headline. As it is, one definitely contradicts the other and in no uncertain terms.

We find an illustration of a good-looking young chap in a sport sweater, admiring one of his golf clubs. And the headline is:

"Stop playing blind man's buff."

Is this some new game that can be played with golf sticks?

The headline has to do with making purchases when you are not at all certain as to quality, and the illustration is as foreign to it as a picture can be. Why not a rational tie-up, particularly when "games" are suggested, two of them.

A headline reads:

"Kills insects instantly."

But the picture shows only living insects having a wonderful time of it. This, then, contradicts.

If the headline had read: "You can kill these insects instantly," we would find no such fault with the tie-up of picture and phrase.

"End cooking troubles with this range," asserts a manufacturer, and the picture is of a very unhappy little housewife who is having all the trouble in the world. We understand what the advertiser is driving at. The thing is often done in this way, but we feel it can be done better.

Negative and affirmative do not work so successfully in double harness. The woman shown has not ended her difficulties, and she should have done so, or the wording of the phrase should be changed a shade.

A baking powder advertisement started off with a picture of a poor

Increase Attention Value by Using Some Distinctive Fold

Anything that will help you to get away from the stereotyped cut-and-dried form of circular or folder increases attention value.

Art work, engravings and copy are big factors in making your literature different from the other fellow's. And so is the fold.

You might just as well have a distinctive fold as an ordinary one—that is, if your printer has a Cleveland Folder. For there are 210 possible folds on that machine—more kinds than on all other folders combined.

The Cleveland will make all the folds made by all the other folders—and a great many that none of them can produce.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY:
1929-1941 East 61st Street
CLEVELAND

NEW YORK: Aeolian Bldg. CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
Represented by American Type Founders Co., San Francisco, Los Angeles, Portland, Oregon and Salt Lake City; Barnhart Brothers & Spindler, Seattle

Oct. 2, 1924

little, misguided housewife, doing her best to make up a batch of biscuits. But it was a failure. The pan was filled with sadly deficient examples of her art at baking. And she was in tears.

The copy went on to explain how delicious biscuits could be made, provided the recipe and the baking powder were right. And the description was of biscuits which would melt in the mouth.

Yet the headline said:

"How would you like a panful of these tempting tea-biscuits, tonight?"

The reader would in all likelihood say "no," judging by those shown in the picture.

Leave nothing in doubt as to the headline.

Be sure, and doubly sure, that the headline is not irrevocably tied to the copy which follows. There is the picture to consider. No headline for an illustrated advertisement should be penned without due consideration given to the story the artist has told.

Trophy to Be Awarded at Direct Mail Convention

The advertising club sending the largest delegation to the convention of the Direct Mail Advertisers Association, which is to be held at Pittsburgh, from October 29 to 31, will be awarded a bronze plaque. The trophy has been donated to the association by the Paper Makers' Advertising Club, Boston. This is the fourth time the club has offered this trophy. The first time it was won by the New York Advertising Club at Springfield, and the Chicago Advertising Club carried it off at Cincinnati and St. Louis.

MacLean Advances Harry Trout

Harry Trout has been appointed to represent the trade publications of the MacLean Publishing Company Ltd., Toronto, in the Western States with headquarters in Chicago. He has been with the Toronto office of these publications for some time.

Decatur "Herald" Appoints Charles H. Eddy

The Decatur, Ill., *Herald* has appointed the Charles H. Eddy Company, publishers' representative, New York, as its national advertising representative.

DORRANCE, SULLIVAN & COMPANY

Incorporated

130 West 42nd Street

NEW YORK

31 Milk Street

BOSTON

Advertising



Only the WORLD LABELER will do



Economic Machinery Co., Inc.
Worcester, Mass.

Gentlemen—
We have been using world Labelers,
Labeling black flag for several years
and we cannot speak too highly of their
performance.

The machines are simply and strongly con-
structed, surely setting out of order, and
because of your excellent service in sup-
plying parts, they are very easy to repair and
mechanical in up-keep.

and will not consider the use of any other
while your machine is obtainable.

Very truly yours,
GILPIN, LANGDON & COMPANY
Incorporated
John McFeat
V.P. & Sales Manager

It is particularly significant that
concerns who realize the im-
portance of good labeling use
the World Labeler exclusively.

It increases production; lowers
labor costs; labels neatly and
accurately; gives long and de-
pendable service.

The World Labeler is the economical
machine for any plant where labels are
put on glass, wood, cardboard, or metal.

ECONOMIC MACHINERY CO.

8 Grafton Street

Worcester, Mass.

WORLD LABELER

Oct. 2, 1924

LA PALINA
CIGAR

after all

There's a big thrill in a snappy 70. But wait! You puff on a La Palina! It's the cigar! And the reason why it breaks you all the way!!

CONGRESS CIGAR COMPANY
Philadelphia

10c
2 for 25c
15c
3 for 50c

DISTRIBUTORS: Congress Cigar Company,
3rd and Spruce Sts., Phone: Lombard 6380

A national advertiser served by
The Eugene McGuckin Company

The
EUGENE McGUCKIN
Company

1211 CHESTNUT STREET
PHILADELPHIA

ADVERTISING
med.

Stage Set for Direct-Mail Week

Direct Mail Advertising Association and Mail Advertising Service Association to Meet at Pittsburgh

THE attention of advertisers interested in direct-mail advertising will be centred on Pittsburgh during the week beginning October 27 when two direct-mail associations will hold their annual conventions.

The Direct Mail Advertising Association will hold its seventh annual meeting in the Syna Mosque on October 29, 30 and 31. This will be preceded by the fourth annual meeting of the Mail Advertising Service Association of North America to be held at the William Penn Hotel on October 27 and 28.

The programs for these conventions are given below. They are complete except for minor changes which may be made at the last minute. With a few exceptions the topics to be discussed by each speaker are included. These topics cover the use of direct mail, from many angles. The source of much of the material is indicated by the fact that at the meeting of the Direct Mail Association there will be discussions based on the experiences of such companies as the National Cash Register Company, Flint Motor Company, Frank E. Davis Fish Company, Fuller Brush Company, the Armstrong Cork Company, etc.

The Association of House-Organ Editors will have departmental sessions for the discussion of the place of house magazines in sales promotion and the use of employees' magazines. Other departmental meetings include the Better Business Letters Association and Retail, Financial and Production group meetings.

The speakers at the general sessions of the Direct Mail Advertising Association follow:

W. L. Goodwin, general manager, Society for Electrical Development, New York, "The Development of Good-Will in Trade Relations"; Arthur Freeman, president, Einson-Freeman Co., New York, "Essentials and Non-Essentials of Direct Advertising"; Bob Mooney, Mooney Brothers, Temple, Okla., "How

We Think Would Be the Best Way to Sell Merchandise by Mail"; Arthur S. Allen, sales manager, Philip Ruxton, Inc., New York, "The Value of Color in Advertising."

How direct mail is used by publishers will be discussed by A. L. Carmical, promotion manager, Chicago *American*, whose subject will be "How a Metropolitan Newspaper Used Direct Mail to Build Advertising and Circulation." Its use by industrial papers will be discussed by Malcolm Muir, vice-president, McGraw-Hill Co., Inc., whose topic will be "What an Industrial Publishing House Knows about Direct Mail."

"Rounding Out Public Utility Advertising with Direct Mail Matter" will be the topic discussed by J. V. Long, advertising manager, Philadelphia Co., Pittsburgh; A. W. Thompson, president of the same company, whose subject is to be announced, also will be a speaker.

E. D. Gibbs, advertising director, National Cash Register Co., Dayton, will speak on "Getting the Most Out of Direct Mail." William E. Holler, vice-president and general manager, Flint Motor Company, Flint, Mich., will discuss "Selling Yourself—the Most Direct Type of Advertising," and R. W. Freeman, advertising manager, Frank E. Davis Fish Co., Gloucester, Mass., will talk on "The Building of a Million Dollar Mail Order Business." Frank E. Watts, director of distribution and publicity, Apex Electrical Company, Cleveland, will speak on "Making Advertising Effective at the Point of Sales Contact."

Frank L. Pierce, secretary, Direct Mail Advertising Association, will discuss "Mail Lists—Their Preparation and Care"; William Bethke, secretary, LaSalle Extension University, Chicago, "Developing Common Sense in Writing Letters"; W. S. Ashby, advertising manager, Western Clock Co., LaSalle, Ill., "This 'You' Stuff," and William A. Biddle, advertising manager, American Laundry Machinery Co., Cincinnati, "The Part Direct Mail Plays in Selling Laundry Machinery."

Dr. John A. Stevenson, Equitable Life Assurance Co., New York, will speak on "Constructive Salesmanship in Direct Advertising." Norman Mick, Burroughs Adding Machine Co., Detroit, whose subject is to be announced, also will be a speaker at the general sessions.

The chairmen at the general sessions will be G. Lynn Sumner, advertising manager, International Correspondence Schools, Scranton; J. C. McQuiston, advertising manager, Westinghouse Electric & Manufacturing Company, East Pittsburgh; Tim Thrift, American Multigraph

Oct. 2, 1924

C & M

*Hand Made Papers
Can Sell Goods for
You, Too*

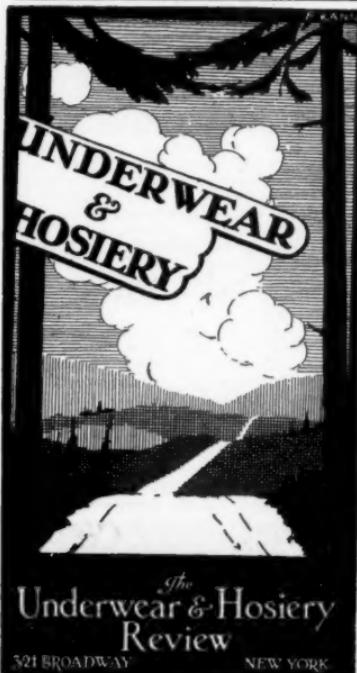
THEIR texture, color and feel create impressions which make people long for the possession of the product that you are advertising.

For your next presentation, try a combination of Vidalon Vélin or Vergé and Canson Ingres.

Canson & Montgolfier
of Vidalon, France

*Manufacturers of Hand Made
Papers Since the 16th Century*

Printing Crafts Building
New York City



Sales Company, Cleveland; Joseph B. Mills, J. L. Hudson & Co., Detroit, and Charles S. Wiggins, Wiggins System, Ltd., Winnipeg.

At the departmental sessions the following will preside: House-Organ, Sales, Harry B. Todd, Seaman Paper Company, Chicago; House-Organ, Employees, R. Fullerton Place, St. Louis; Better Business Letters Association, Charles W. Mears, Cleveland; Retail Departmental, S. A. Weissenburger, Halle Bros., Cleveland; Financial Departmental, Benjamin Bills, director of sales, American Bond & Mortgage Co., Chicago, and Production Departmental, Herbert G. Porter, Smith & Porter Press, Boston.

The program for the departmental meetings follows:

House-Organ, Sales—B. F. Hennacy, editor, sales publications, Fuller Brush Co., Hartford, "Sales House-Organ Plans That Have Succeeded"; Will de Grouchy, manager of publicity, Curtis Publishing Co., "How the Curtis Publishing Co. Uses House-Organs as the Keystone of Its Sales Promotion Work"; and H. T. Murray, advertising manager, Foamite-Childs Corporation, Utica, "House-Organ Tunes That Last."

House-Organ, Employees—Miss Frances Buente, New York, "Why Publish a House Magazine Anyway?" Two other speakers and their subjects are to be announced.

Better Letters—E. P. Corbett, sales letter division, National Cash Register Co., "How the National Cash Register Co. Uses Letters in Its Selling Work"; Maxwell Droke, Indianapolis, "Collection Letters That Build Business for Tomorrow"; John Howie Wright, editor, *Postage*, New York, "Sales Letters"; and Miss Laura Joy Hawley, Washington, "Putting Sense into Letters."

Retail—Kenyon Stevenson, Armstrong Cork Co., "Making Linoleum Salesmen Out of Retail Clerks"; J. G. Pattee, Newcomb-Endicott Co., Detroit, subject to be announced; and D. A. Garber, advertising manager, Boggs & Buhl, Pittsburgh, "Direct Mail Advertising—Some Interesting and Resultful Tests by a Department Store."

Financial—John K. Price, publicity manager, Peoples Savings Bank, Pittsburgh, "Fundamentals of Copy in Financial Advertising"; I. I. Sperling, publicity manager, Cleveland Trust Co., Cleveland, "Banking by Mail," and Edward A. Collins, secretary, National Surety Co., New York, "Philosophy of the Financial Letter."

Production—F. H. Byrd, director, research department, United Typothetac of America, Chicago, "Salesmen's Compensation." There will be two other

Putting Words To Work.

by J. E. D. Benedict
of Thresher Service

THE words used in advertising copy may be chosen for many reasons—beauty, rhythm, punch, humor, atmosphere and a dozen more.

Our basis for all copy is that each word must work for the advertiser, and earn its salary. If it does not do that, it must go elsewhere for a job.

Perhaps there are some drone words and phrases in your advertising. May we talk with you?



136 Liberty Street, New York City
Telephone Rector 7880 ~ Cable Flailad

3

Oct. 2, 1924

speakers whose subjects are to be announced.

The first session of the convention of the Mail Advertising Service Association of North America will be called to order on the morning of October 27 by Gordon E. Small, chairman of the program committee. Hon. G. W. Gosser, postmaster, Pittsburgh, will welcome the delegates to Pittsburgh. The response will be delivered by Charles Paist, Jr., president of the association.

Following the disposal of routine business, Jean Blum, of Blum's Advertising Agency, San Francisco, will speak on "The Responsibility of a Lettershop to Its Clients." Other speakers at this session will be James H. Gray, New York, "The Trade Customs Adopted by the M. A. S. A. of New York," and Ed. Forbes, Cleveland, who will talk on "The Ethics of Our Business."

The convention will then adjourn until called to order for the afternoon session. Sessions also will be held on the evening of

October 27 and in the morning and afternoon of October 28. The program for these sessions is:

October 27—Afternoon: "Selling Lettershop Service by Means of a Series of Letters," Jack Carr, Jack Carr, Inc., Milwaukee; "Selling Lettershop Service through a Monthly House-Organ," Bert Osborn, Syracuse Letter Co., Syracuse; "Personal Salesmanship," Bill Kier, Kier Letter Co., Chicago; "How a Lettershop Can Give Creative Service without Heavy Overhead Costs," William E. Fleming, Reuben H. Donnelley Corporation, Chicago; "How Retail Merchants Can Use Letters to Advantage," L. E. Chute, The L. E. Chute Co., Davenport, Iowa, and "Some Thoughts on the Mail Advertising Service Industry," John Howie Wright, editor, *Postage*, New York.

October 27—Evening: "Questions and Answers to Lettershop Problems," a discussion led by Merrit Dement, Buckley, Dement & Company, Chicago.

October 28—Morning: "The Advantages of an Office Building Location for a Letter Business," Mary Dowd, Dowd Lettershop, Chicago; "How the National List House and the Local Lettershop Can Best Co-operate to Their Mutual Advantage," W. S. Gribble, R. L. Polk & Co., Detroit, and "How Lettershops Can Profitably Install a Mechanical Addressing System," Joseph H. Robinson, Atlas Letter Service, Chicago.

October 28—Afternoon: "Letters and

**THE
SWEENEY
AND
JAMES
COMPANY**

1632 Euclid Avenue
CLEVELAND

[Stylized SJ monogram]

ADVERTISING



SELECTED CIRCULATION

THE NATURE OF OUR PUBLICATION COMPELS US TO SELECT ONLY CROP OWNER SUBSCRIBERS

The purpose of Cooperative Marketing is to build up the buying power of producing farmers. We have no service to offer others. Out of the 88 principal tobacco-growing counties of Virginia, North and South Carolina we have selected over 96,000 farmers who grow tobacco as the components of our Association, who pool their tobacco and market it in an orderly way through the Tobacco Growers Cooperative Association, which is a non-profit organization, composed of and controlled by farmers. Hence our selected circulation.

The **Tri-State Tobacco Grower** is their official publication, owned by and published in the interest of the 96,000 farmers composing the Association, who are now delivering their 1924 crop of tobacco to their Association, for which they will receive approximately \$30,000,000 as first advance. Cash returns from cotton and other crops will greatly intensify the buying power of our readers. The **Tri-State** offers the Advertisers an unusual opportunity to associate their message with the South's greatest concentrated buying power, who are most responsive to the advertisements appearing in their own paper.

CIRCULATION GUARANTEED, 96,000.

November forms close October 20th. Rate, 50 cents a line.

Bulletin "A" is now ready for mailing. This will give you the crop production and valuations in the 88 counties covered by the *Tri-State Tobacco Grower*. Mailed free upon request.

TRI-STATE TOBACCO GROWER

S. J. SCOTT, Advertising Manager

Raleigh, N. C.

CHICAGO

HARRY R. FISHER CO.
700 Mallers Building
Phone State 4550

ATLANTA

GEO. M. KOHN
704 Walton Bldg.

NEW YORK

THOMAS H. CHILD
1111 Flatiron Building
Phone Ashland 7725

Oct. 2, 1924



WILLIAM CASLON

ORIGINALLY an engraver of gunlocks, William Caslon brought to his adopted profession of type-founding a fresh viewpoint and a new technique. Other designers thought in terms of single characters and aimed to make each letter individually beautiful.

Caslon realized that in reading, the eye takes in not single letters, but groups of letters and so gave first consideration to the appearance of his type in the mass. This method of working resulted in a face that always combines effectively and is superlatively legible.

Caslon Old Face as cut by the Mergenthaler Linotype Company

is an authentic reproduction of the original punches. It affords the utmost in beauty and legibility combined with the practical economy of the Linotype slug.

We shall be glad to send you on request the Caslon Old Face Specimen Folder showing the complete series together with its related decoration.

TYPOGRAPHY

DEPARTMENT OF LINOTYPE TYPOGRAPHY
MERGENTHALER LINOTYPE COMPANY
461 EIGHTH AVENUE, NEW YORK.

COMPOSED ENTIRELY ON THE LINOTYPE IN CASLON OLD FACE

Lettershop Service from the Viewpoint of the Advertising Manager," Maxwell Droke, Indianapolis.

Charles Paist, Jr., president, will submit his report. Election of officers. Adjournment.

October 28—Evening: The convention will close with the annual banquet. Delbert O. Freeman, Scranton, will be the principal speaker. A sketch, written by Herbert F. Lewis, of the Reuben H. Donnelley Corporation, Chicago, entitled "And I Learned about Letters from Him," will be acted by the members of the Chicago M. A. S. A.

Discuss Plans for New England Advertising Meeting

"Know New England" will be the theme of the annual convention of the New England Advertising Clubs which is to be held at Hartford, Conn., from November 16 to 20. Plans for the convention were discussed by Clarence T. Hubbard, president of the Hartford Advertising Club, at a meeting of the executive committee of the New England division which was held at the Boston Advertising Club last week.

It will be the purpose of the convention to stimulate New England trade through the wider employment of modern advertising and selling methods.

As part of its program for the coming year, the committee proposes to form additional advertising clubs in growing New England towns.

Frederick W. Bliss, of the Town Criers of Providence, was elected chairman of the New England district for the coming year. He succeeds Chester I. Campbell of the Boston club. Miss Margaret T. Deasy, of the Women's Advertising Club of Providence, was elected secretary-treasurer.

Poor Richard Club Holds Field Day

The semi-annual field day of the Poor Richard Club, Philadelphia, was held at the Philmont Country Club on September 23. The main event was the golf tournament for the Bartley J. Doyle trophy. This was won by Raymond Neal with a net score of 78.

Low net score class "A" was made by E. V. O'Hannon, with Charles Bowden and J. B. MacKenzie second and third. Low net score class "B" was made by L. W. Bleser, with Howard Story, second. Sidney H. Weiler won the putting contest with a hole in one.

Other contests included a baseball game captained on one side by Karl Bloomingdale, and on the other by H. M. Lukens. The game ended in the sixth with Lukens' team winning by a score of 12 to 8. There were also contests in quoits, tennis and racing. The outing was attended by about 125 members and guests.

Death of Edward Insley

Edward Insley, assistant managing editor of the Los Angeles *Examiner*, died at Covina, Cal., on September 20. He was at one time a part owner of the Sacramento *Union*.

The Atlanta Journal Atlanta, Ga.

Covers Dixie Like the Dew

A. B. C. Audits recently released again emphasize that "The Journal is the first newspaper of the South."

Advertising in The Journal Sells the Goods

more sales?

We shall be glad to tell you of some of the effective Sales Ideas we are now using for our steadily increasing clientele. You may find them useful. Tell us whether you are seeking more jobber, or dealer or direct to user business.

EDWARD H. SCHULZE, Inc.

Direct-Mail Advertising
Woolworth Building New York

IT'S A FACT

That STANDARD REMEDIES reaches 93% of all the pharmaceutical specialty manufacturers.

One of the reasons why makers of

**CORKS
CONTAINERS
COLLAPSIBLE TUBES
PHAR. MACHINERY
CHEMICALS
TIN CANS
LABELS**

use STANDARD REMEDIES to reach this profitable field.

Rate card and a sample copy gladly furnished upon request.

**Standard Remedies Publishing Co.
425 Star Building, Washington, D. C.**

A Year-Book in Agency Association

THE American Association of Advertising Agencies has published a second issue of what might be called a "year-book" of the association. The association, however, names the publication: "Clients of Members of the American Association of Advertising Agencies." A word on the history of this publication:

The first edition was issued in 1923, and the cost of its publication was borne largely by A. W. Erickson, president of The Erickson Company, a member of the executive committee and former president of the Association. The cost of the publication for 1924 has been entirely taken care of by Mr. Erickson and is issued with the compliments of his advertising agency.

Publication of this year-book was repeated this year because the Association found that the statistics it contained filled a gap in the collected data of advertising.

The year-book gives information on the following subjects: Agency service standards; history of the association; national organization of the association; association operations; association's scope and limitations; clients of members of the association; national committees; excerpts from constitution; executive board members; membership by councils; objects of the association; officers; qualifications for membership, and sectional council officers.

The list of clients of members of the association gives the names of more than 5,000 national advertisers. The trade names and products of this large list of advertisers also are given.

According to James O'Shaughnessy, executive secretary of the association, the national advertisers whose names are given in this book are investing about \$300,000,000 for advertising in 1924.

E. M. Bacon has joined the advertising department of *Field & Stream*, New York. Until recently he was with the McGraw-Hill Company, Inc.

The FLORISTS EXCHANGE
and HORTICULTURAL TRADE WORLD
**Covers the Entire
COMMERCIAL
HORTICULTURAL
FIELD**

*"The Leading National
Horticultural Trade Weekly"*

**Write for Bulletin 12, giving
full information.**

Address

**448 West 37th Street
New York**

**WHEN YOU BUY A NEW CAR
DO NOT SACRIFICE
YOUR OLD CAR**

Consider the economy of keeping your old car for the everyday, all-weather, rough-and-ready service. Your old car is worth more to you than its maximum value at second-hand.

The Quality Group

ATLANTIC MONTHLY
HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE
WORLD'S WORK

681 Fifth Ave.



New York

THE TWO-CAR MARKET

This announcement appears in the November Magazines of The Quality Group—The Two-Car Market.

The CHURCH MARKET

The Church Does Not Close
When Business Slumps

It Goes Ahead and Spends
\$500,000,000 Annually
in

Programs of
Building—Remodeling—Outfitting
Churches, Parish Halls,
Parsonages, Gymnasiums,
Schools, Garages

You, Too,

May Reach This Market
Through

The EXPOSITOR

The Preachers' Trade Journal Since 1899

F. M. BARTON CO., Publishers
Caxton Bldg. Cleveland, Ohio
Chicago New York
37 So. Wabash Ave. 17 West 42nd St.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

Printers' Ink Publishing Co.
185 Madison Ave. New York

Andrew W. Preston,
President and Organizer
United Fruit Co., Dies

ANDREW W. PRESTON, president of the United Fruit Company, died September 25, at his home near Boston at the age of seventy-eight years. Mr. Preston was one of the organizers of the United Fruit Company.

He obtained his start in the business world in the shoe field. When he was twenty he became a junior partner in the firm of Williams & Preston, makers of women's shoes. In a short time he sold out his interests in this establishment and engaged in the fruit business in Boston. He had been so successful in the fruit trade that by 1888 he was able to take the foremost part in organizing the Boston Fruit Company and became its general manager.

This company was the forerunner of the great United Fruit Company, which was organized in 1899. At that time it acquired the properties and the business of the Boston Fruit Company, and of several other companies engaged in the fruit business. The United Fruit Company attained international distinction because of its dominance in the banana business. However the company also produces, transports and distributes sugar, pineapples, cacao, oranges, grapefruit, and other tropical products.

One of Andrew Preston's fundamental policies had been to extend the activities of his companies into all lines related to their principal business. For this reason a line of steamships was acquired, also railroads, a sugar refinery, an oil company, hotels, telephone and telegraph lines, and so on.

Hotel Account for Buffalo Agency

The Jackson Hotel and Health Resort, Dansville, N. Y., has placed its advertising account with the Finley H. Green Advertising Agency, Buffalo. Newspapers in twenty-four cities in Western New York and Pennsylvania are being used.

How Many Eye-Witnesses Have You?

*"I was standing less than two
feet away when it happened."*

*"I was right alongside of him
when I saw him...etc., etc..."*

ALL eye-witnesses. Yet each will give you a different version of what happened, often contradicting the preceding eye-witness... It just proves the limitations of our eyes to see what is "right under our nose."... Pity the poor advertisement trying to obtain eye-witnesses in a traffic jam of column after column of type matter... Why not give your advertisement a good start on its journey? Dress it in the correct typography to attract eye-witnesses, to please esthetic senses, and record an impression on the mind not easily forgotten... Good typography makes a tremendous difference in the appearance and result-getting power of an advertisement, and only adds a little more to the cost. May our typography talk for you?

WIENES TYPOGRAPHIC SERVICE
INCORPORATED

203 West 40th Street, New York

Telephone Longacre 7034-7035

Our all-night service insures quick mailing of proofs to out-of-town clients

Oct. 2, 1924



Character in Line

IT is one thing to execute the mechanical technical features of a drawing for advertising illustration and quite another to put into it the original zeal and warm thought that inspired its creator.

Murray Hill 2560

L O H S E - B U D D

405 LEXINGTON AVENUE
NEW YORK CITY

How Hickok Dovetails Window Display with Consumer Advertising

Contests for Window Display Men Are Found Particularly Effective

By H. W. Schulze

Assistant Sales Manager, Hickok Manufacturing Co.

HOW many of us feel that we are getting 100 per cent or anywhere near 100 per cent distribution out of the advertising matter that we are spending good money for and are sending out to our trade? We all have our ideas on what we think is the proper method of distribution, and while these ideas may differ somewhat, they after all boil down to one desire—that of getting our window display matter in the hands of our customers in the way that is going to assure us the biggest possible use.

You may spend many thousands of dollars advertising an article, but the dealers handling that article must show it prominently in their stores and windows, before you or they can possibly get the full benefit of your advertising. When you plan on a national campaign tell them about it. See that they get broadsides, reprints of your national advertising and suitable window display matter. Also send them a letter telling them how they are going to benefit by taking advantage of your national advertising and tying up to it by showing your product prominently in their stores and windows. Show them how they can cash in on your proposition by increasing the turnover of your product. If you show your dealers how they can make money on your proposition, they are going to work with you when it comes to co-operating with your national advertising campaign.

Hickok, manufacturing men's belts, buckles and beltograms, spends many thousands of dollars a year in national advertising. We do not let it end there. Our dealers are supplied periodically with seasonable display matter which they can use to advantage in show-

ing Hickok products in their stores and windows, and in that way tie up to our advertising and get the benefit of it.

Any article temptingly advertised is quickly sold when prominently displayed in their store windows. To get the best results in store publicity, obtain the goodwill and co-operation of the window display man. Give him something to work with and an object to work for, and Mr. Window Display Man will generally be at your service. Offer him some incentive. Prizes, for example, go a long way in this respect.

CONTESTS PRODUCE GOOD RESULTS

We have found that window display contests are productive of the right results and inspire the window display man. These contests are conducted in such a way that the dealer in a small town has the same opportunity as his brother in the larger city. The letters of inquiry that we receive from window display men all over the country show the positive interest that is taken in this proposition. They are eager for it and work hard for one of the prizes.

The result is that Hickok products are shown in a widely diversified and equally appealing manner. The winners' names are published, along with a photograph of their windows, in a booklet printed at the close of each contest. In this way the dealers and display men can see what the other fellow has done and at the same time get some new ideas.

There is no set time for running these contests but the best time is during the appearance of your strongest advertising. This brings the tie-up you want, and the

Oct. 2, 1924

dealer himself is better able to tie up to the product you want.

We ran two contests this summer and will run another just preceding the holiday season. Our product has always proved a desirable holiday gift. We know that by offering an incentive to the window display man to show Hickok products during this season, he not only has an opportunity to secure a prize but through the publicity, back of all of which is the national campaign, the dealer will secure satisfactory and profitable results.

At our sales conventions we make it a point to have some of the best men we can find, talk to our salesmen on how properly to display merchandise in windows. These men, qualified by years of experience, are able to give our salesmen suggestions and ideas, which, passed along to their customers, will ultimately be put into actual use.

From time to time we have dummy windows made up by expert trimmers. These are photo-

graphed and reprinted and the reprints are sent out to our trade. This is done to show the window display man what can be accomplished in displaying Hickok products.

Your own salesmen can be of great help to you and to their customers by offering suggestions in the matter of window display. Keep them posted, give them the new ideas that come up from time to time so that when they call on a customer they will be able to offer him something concrete in the way of displaying your product. This not only gets the confidence of the dealer in your product but makes him look forward to seeing your salesman again.

"Christian Science Monitor" Appoints Paris Representative

Norton Webb has been appointed Paris advertising representative of *The Christian Science Monitor*. For a number of years he has been engaged in newspaper advertising work in France. He previously was with the Paris edition of the New York *Herald-Tribune*.

To the Art Directors of New York

Completely organized now—with a fine, well-balanced staff of skillful designers and illustrators—experienced artists from New York and Chicago—men famous for individual technique, I am now in a position to extend to you a select and signal service in the preparation and completion of distinctive advertising campaigns.

J. ALBERT CAVANAGH
TWO WEST FORTY-SIXTH STREET, NEW YORK

Art for Advertising

Stonewall Linen Ledger

A SYMBOL OF PERMANENCE! Figures entrusted to the safekeeping of STONEWALL LEDGER are as fixed and permanent as the laws of the Medes and Persians. Yet erasures, when necessary, leave the surface as smooth as before, ready to take more ink without running. The necessary combination of tough texture and smooth surface is found in its highest form in STONEWALL LEDGER. Its tear and test prove its durability.

STONEWALL LEDGER is made in buff, blue and white and is stocked at the mill in a variety of sizes and weights for prompt shipment.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCESS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers
for testing purposes



Oct. 2, 1924

School Boards Should Discriminate in Prize Contests

ROBERTSON-CATARACT ELECTRIC COMPANY
BUFFALO, N. Y., Sept. 18, 1924.

Editor of PRINTERS' INK:

I notice in your issue of September 11, page 98, an article headed "A School Board Bans Prize Contests," quoting the action of the Buffalo School Board in debarring the Better Home Lighting Campaign.

As regional director for the State of New York, outside of the metropolitan district, I of course was very much interested in having the Buffalo School Board act favorably. Two or three requests having been made by manufacturers of specific articles, at the same time as our request for a contest, that had to do with an idea and not a thing, caused them to take action which put us all in the same class and barred all the contests.

The purpose of the Better Home Lighting Campaign is to call to the attention of the school children of America, and through them to the attention of their parents, the need of better lighting and particularly better diffusion of light, as a means of eyesight conservation. It is an important part of education—when you get down to brass tacks—that attention be called to this subject. It is akin to calling attention of the school children, and through them their parents, to the need of traps in sewers to prevent escaping gas from getting up into their homes. The difference in sewer gas is that it is in-

sidious and would not be detected, while poor lighting may be observed.

You and I know that business will flow to various manufacturers from the reception of this idea of better lighting, just as business flowed to the manufacturer of plumbing supplies from the sale of the idea of traps in sewers.

I think a distinction should be made between the sale of an idea and the sale of a thing in the decision of school boards, because children are sent to school to learn. Sound ideas as to things of practical daily life is one of the best products of education, if not the very best.

ROBERTSON-CATARACT ELECTRIC COMPANY
W. E. ROBERTSON.

Silk Draperies Advertised in New Campaign

Merwin-Stohn Ltd., Montreal, is conducting a campaign on Merston silk draperies. Small space in Canadian magazines and newspapers is being used. This advertising is being directed by A. McKim Ltd., Montreal, advertising agency.

Cincinnati Account for Charles Schweim Company

The Century Machine Company, Cincinnati, has appointed the Charles Schweim Company, Detroit, to direct its advertising account.

THE WASHINGTON TIMES THE NATIONAL DAILY

WASHINGTON, D. C.

is now featuring its automobile news and advertising on Wednesday evening, as many manufacturers feel they have been neglecting exclusive daily newspaper readers. Buick, Dodge, Ford, and other prominent manufacturers are now using full copy in the Wednesday Times.

National Advertising Representatives

G. LOGAN PAYNE CO.
Chicago—Detroit
St. Louis—Los Angeles

PAYNE, BURNS & SMITH
New York
Boston

The Du-Plex Envelope For You

**A Money Maker
A Money Saver
An Order Getter**



"Both Together, Sir!"

Du-Plex Envelopes



decrease catalog expense
increase inquiries
increase sales

Du-Plex
TRADE MARK REG. U.S. PAT. OFF.
Patented

COLUMBIAN
(MON-O-POST)
TWO COMPARTMENT
Patented

2-in-1 ENVELOPES

©1924 The only two standard makes of two-compartment envelopes

COUPON

Du-Plex Envelope Corporation, Dept. F
15-21 South Market St., Chicago, Ill.

Gentlemen:—Please send us, free of charge,
samples of Du-Plex and Mon-O-Post envelopes
suitable to take care of our requirements.
Size of envelope we use _____

Name _____

Street _____

City _____ State _____

FOR MORE SALES THROUGH THE MAIIS

The envelope that eliminated
the "under separate cover"
waste in The United States
Electrical Tool Co.

THE UNITED STATES ELECTRICAL TOOL CO.
MAIN OFFICE & FACTORY CINCINNATI O.USA.
MANUFACTURERS OF
PORTABLE ELECTRICALLY DRIVEN DRILLS AND GRINDERS
IN ALL SIZES AND STYLES D.C. OR A.C.
CINCINNATI, OHIO

July 22, 1924.

Du-Plex Envelope Corporation,
Chicago, Illinois.

Gentlemen:—

For the last year we have been using Du-Plex 2-in-1 envelopes for our literature. We find that it is best to insert in a No. 9 envelope, with the letter. Prior to this we mailed literature of this class "under separate cover."

The change is credited with the following:

- 1 - Decreased catalog expense as a result of practically eliminating issue of literature.
- 2 - Increase in inquiries resulting from increased interest in unrequested literature.
- 3 - Increased sales due to literature accompanying with letter of quotation.

The above is given you for your use in interesting prospective users who may question your claims as to the real saving effected by the use of your product.

Yours very truly,

THE UNITED STATES ELECTRICAL TOOL CO.

T. J. Hartshorn
T. J. HARTSHORN

Oct. 2, 1924

Have you heard of THE INGRAHAM PLAN of Newspaper Representation?

NEWSPAPER publishers will be interested in a plan for securing national advertising which is different from any now in use. It represents the results of several years' study of the subject of selling newspaper advertising in the foreign field.

While P. B. Ingraham served as advertising manager of Printers' Ink and Printers' Ink Monthly, and before that with two of the best-known newspaper special agencies, he had a good opportunity to study the subject of newspaper representation from all angles.

As a result of this study, the Ingraham Plan should mean a larger volume of national lineage for those newspapers that adopt it and should also serve the advertising agency and national advertiser constructively.

The rate of future growth of national advertising in newspapers will depend more and more on the kind of service the advertising agency, the national advertiser and the newspaper will receive from the special representative.

THE P. B. INGRAHAM CO.

Newspapers' Advertising Representatives
NEW YORK—CHICAGO

Columbia Trust Co. Building, Suite 1001-1002,
358 Fifth Avenue, New York

Tenth District Pledges Convention Sup- port to Houston

THE convention of the Associated Advertising Clubs of the World at Houston next May is to be made an all-Texas affair. Delegates from clubs of the Tenth District closed their own four-day convention at Galveston last week by adopting a resolution to support Houston in that city's plans for the entertainment of advertising guests. A general convention committee will comprise committees appointed by each club in the district and is expected to start active work very shortly.

The opening session of the Tenth District convention was adjourned out of respect to Frank Crittenden, Fort Worth, first vice-president of the Southwestern Division of the Associated Advertising Clubs of the World, who died recently.

Among speakers and their addresses at succeeding sessions were Carl Williams, editor of the *Oklahoma Farmer-Stockman*, Oklahoma City, who discussed the farmers' buying power; Will S. Wood, Renfro drug store chain, Fort Worth, "Co-Relating the Sales Force and Advertising"; J. B. Westover, Harris-Hahlo's, Houston, "Building Better Stores"; Jack Dionne, publisher, *Gulf Coast Lumberman*, "What Advertising Has Done for the Lumber Business"; Lee Fleming, vice-president, Fort Smith Garment Company, Fort Smith, Ark., "The Value of an Idea"; Joe M. Dawson, Southwestern Advertising Company, "Following through on Your Advertising"; W. V. Crawford, Sanger Bros., Waco department store, also on the last-mentioned subject, and Mrs. E. Cheesman, Los Angeles, "How to Sell to the Customer."

Carl Hunt, general manager of the Associated Advertising Clubs, in his address criticized the rivalry between Texas cities and a resolution was later adopted to name a Texas good-will commit-

THEN and NOW

Eleven years ago our very first sales letters said these things:

1. College towns are vast concentrated markets.
2. We know what, when and where college men buy.
3. We can put manufacturers in touch with the dealers having college men's trade.

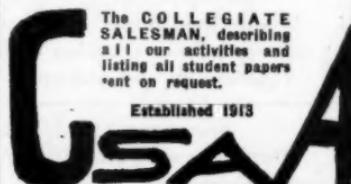
That sales letter brought us our first business.

After eleven years we have only to add:

1. The market is bigger than ever.
2. There are more students buying in college towns than ever.
3. We know more about their buying habits than we did eleven years ago.

What you know about your product and what we know about selling it to college students should provide the basis for an interesting and profitable talk between us.

When shall we have this talk?



The COLLEGIATE
SALESMAN, describing
all our activities and
listing all student papers
sent on request.

Established 1913

**COLLEGiate SPECIAL
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Oct. 2, 1924

tee to promote better feeling.

Amon G. Carter, publisher of the Fort Worth *Star-Telegram*, was elected president at the closing session. Other offices elected were first vice-president, G. B. Clarke, president of the Galveston Advertising Club, second vice-president, H. A. Randall, city manager of Sinton, Tex.; third vice-president, Paul A. Heisig, El Paso, and secretary-treasurer, Will S. Wood, Fort Worth.

The next convention of the district will be held at Fort Worth in 1925.

R. W. Lindley Joins Coast Trade Papers

Robert W. Lindley has become publisher of *Western Paint Industry Review*, *Western Barber* and *Western Florist Nurseryman and Seedsman*, all of Los Angeles. He was formerly with the Chicago advertising staff of *Farm and Home*, and the Chicago office of the *New York Evening Journal*.

A new monthly publication to be called *Western Motor Vehicle Painting and Trimming* will be added to the group mentioned above. The first issue will appear in October.

Heads New York Chapter of Advertisers' Association

R. K. Leavitt, advertising manager, "Onyx" Hosiery, Inc., has been elected chairman of the New York Chapter of the Association of National Advertisers. O. B. Carson, advertising manager, American Hard Rubber Company, was elected secretary.

The chapter, which includes seventy-five firms located in and near New York, is planning a series of luncheon meetings for the discussion of advertising, sales and other marketing problems.

American Chain Reports Net Earnings

The American Chain Company, Inc., New York, manufacturer of Weed chains, reports net earnings of \$514,851 for the six months ended June 30, 1924, after all expenses and taxes and reserves for interest and depreciation. This compares with net earnings of \$1,718,403 for the corresponding period in 1923.

W. C. White Joins Moser & Cotins

W. C. White, formerly with Marischalk and Pratt, Incorporated, and prior to that with Hewitt, Gannon & Co., both of New York, has joined the staff of Moser & Cotins, Utica, N. Y., advertising agency.

THE PROGRAM METROPOLITAN OPERA HOUSE NEW YORK

Why you should advertise in THE PROGRAM

- 1—It appeals to the richest audiences in the world
- 2—About fifty per cent are regular subscribers
- 3—Out-of-town visitors give it national influence
- 4—Read when people have time and inclination to read
- 5—It "goes home" and is often kept as a souvenir
- 6—It reaches a million worth-while people a season
- 7—It builds and maintains prestige and produces sales

*Space for 1924-25 is now being allotted.
Dummy, rates and full information sent on request.*

THE PROGRAM - METROPOLITAN OPERA HOUSE
Triune Printing Co., Publishers, 419 Lafayette Street, N.Y.

AMERSEAL

The Closure That Insures Perfect "Seal—and—Reseal."

A MERICA'S most critical manufacturing chemists require the best in metal closures. These manufacturers realize their products, if sealed with Amerseal, will reach the consumer as pure as when first packed.

The Amerseal can be profitably lithographed. Most representative manufacturers who use the Amerseal for their containers take advantage of this feature. They realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

The scientific mechanical construction of Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container—making a positive closure, easy to open and as easy to close.

*Amerseal your product.
A Better "Seal-and-Reseal"
Is Not Possible*

**THE AMERICAN
METAL CAP COMPANY**
Summit Street and
Commercial Wharf
BROOKLYN, N. Y.



*Mum Mfg Co.
use
Amerseal*

Reg.U.S. "MUM" Pat.Off.
A Delicate Deodorant
Mum Mfg. Co. 1106 Chestnut St. PHILA., Pa.

Agency Copy Man

We are ready to add to this organization one or more men, thoroughly experienced in national advertising and with real merchandising ability.

Men who can qualify are not hunting for a job.

They are now serving national advertisers in the capacity of accounts manager — handling complete campaigns: magazine and newspaper advertising, dealer helps, direct mail, etc.

BUT—they would prefer the working conditions in this agency—

Where the "man on the account" is allowed full contact with the client, where initiative and originality are encouraged, and where he is responsible alone to the owners of the agency.

For appointment apply by letter, giving outline of experience on national advertising accounts.

Donovan-Armstrong,
1211 Chestnut St.,
Philadelphia

Electrotypers Told Why They Should Advertise

ELECTROTYPERS were given a very definite reason why they should advertise in an address by Jarvis A. Wood, senior partner of N. W. Ayer & Son, before the twenty-seventh annual convention of the International Association of Electrotypers. The convention, which was held at the Bellevue-Stratford Hotel, was attended by more than 200 members.

Mr. Wood asked: "Have you something to sell? If you have," he continued, "then you should tell, and telling is advertising. Of course, there are different ways of telling. There are the newspapers and magazines, trade papers, outdoor advertising, posters, car cards and direct mail. There is a medium for you and you should use it.

"Many people think of advertising as an involved and technical procedure. It is not. Advertising is simply telling people what you have to sell, telling them its features, advantages and the service it will render, telling them where they can get it and, if possible, what it will cost. That is all there is to it."

Other addresses were made by L. W. Claybourn, Milwaukee, "Better Printing by the Aid of Better Plates"; E. W. Houser, president, American Photo-Engravers Association, "Co-operation in Allied Printing Trades," and J. P. Jordan, president, National Association of Cost Accountants, who spoke on "Fitting Costs Into the Organization."

The annual banquet of the association was held on the evening of September 16. Fred W. Gage, of Battle Creek, presided. The principal speaker at the banquet was John Gribbell, president of the Royal Electrotype Company, Philadelphia.

Robert R. Meyer was re-elected president and George W. Beever, secretary-treasurer. It was decided to hold the convention next year in Chicago.

WHO IS E·M·DIAMANT?

Why, ask anybody
in the trade who
knows advertising
type composition.
Send for booklet,
"Typus Fever."



E · M · DIAMANT
Typographic Service

195 Lexington Avenue at 32nd Street
CALEdonia 6741 New York

Oct. 2, 1924

For Your Profit

"Profit is ever two-fold; he who gains must profit him who buys"

THE oldest printing house in America, as well as one of the largest, takes pride in announcing the appointment of Louis Victor Eytine as Director of Advertising Service.

A path-blazer in Direct Advertising, pioneer of the human interest letter, founder of "Postage Magazine," author of three books and scores of articles, Mr. Eytine has earned many honors. When America's largest direct advertising cup went to a printing firm which had triumphed over 200 competitors, it was Eytine who planned, managed and wrote most of the work that won the Acorn Trophy. Until recently Marketing Counselor with James W. Newcomb & Company, and prior to that active in The Eytine Service, Inc., he brings to the service of our clients eighteen years of Direct Advertising experience.

Associated with him are men of wide-flung contacts in advertising and merchandising—men who have spent years in the creative field. Whether it be a single letter, a market survey or a complete direct advertising campaign, our Service Department is yours to command. It will gladly cooperate with your Agency or field representatives. A conference costs you nothing and may point the way to your profit.

* * *

FRANKLIN PRINTING COMPANY

Founded in 1728 by BENJAMIN FRANKLIN

514-520 LUDLOW STREET • PHILADELPHIA

Sales Executives to Discuss Vital Sales Problems

THE functioning of the sales department in its relation to other departments of a business, especially the advertising department, and the subject of competition in selling are the outstanding topics in the program for the fall conference of the American Society of Sales Executives. This conference is to be held at White Sulphur Springs, W. Va., on October 9, 10 and 11. Except for minor changes which might be made before the dates mentioned, the finished program for the conference follows, its comprehensiveness being self-evident:

Description of the Sales Organization. This covers a detailed study of the workings of the administrative force; development of the sales plan; use of sales manuals; sales schools, conventions, etc. It also includes an analysis of the sales departments activities, such as budgetary control, selling the sales and advertising budgets to the board of directors and the relation of the sales department to the credit and traffic departments.

Recent Changes in Sales Policies and Methods; How the Sales Manager Organizes His Time and Energy for Efficient Results; Exact Measurement of Results in Sales Management; Recent Changes in Advertising and Publicity; Recent Changes in Sales Promotion Methods, and When Competition Becomes Keen, What Can Be Done?

Recent Legislation and Judicial Decisions Affecting Selling; What Can Be Taught in Salesmanship and How; Cost Accounting in the Sales Department; Changes Going on in the Jobbing Trade, and Present Status of Selection and Training of Salesmen.

Use of Standardized Methods in Salesmanship; The New Factors in Distribution, What to Do About Them—Semi-Jobbers, Buying Exchanges, Consumers' Co-

operatives, etc.; Selling Equipment—Portfolios, Sales Outfits, Sample Kits, etc., and Survey of Newest Kinds of Distributing Organization—House to House Methods, Grocerterias, etc.

Business Conditions and the Economic Outlook; Organizing a New Company, and How to Stimulate the Markets for a Product through the Co-operative Efforts of Competitors.

The Scientific Setting of Quotas; The Cost of Filling Small Orders; To What Extent Are Salesmen's Activities Reported on Daily Reports?; What Information Concerning Customers and Prospects Does the Office Supply to Salesmen? and Progress of Old-Line Merchants and Jobbers in Adjusting Their Methods to Meet New Chain Store and Other Changed Competitive Conditions.

The Marketing Advantages to a Business in Establishing Its Reputation with Investors and How This May Be Accomplished to Best Advantage; Service to Customers; What Success Any of Our Members Have Had Who Are Operating Under the System of the Suggested Resale Price to the Consumer, and How Successful They Have Been in Maintaining Same if Possible, and Where Eastern Manufacturers Sell through Branches or Pay Freight to Destination Do They Charge Higher Prices West of Denver to Compensate for Transportation Cost?

How Far Do Manufacturers Go in Building Up Inventory in Dull Periods Against Possible Sales When Business Opens Up?; What Is General Practice in Taking Care of Disabled Employees? How Long Are They Kept on Pay Roll After Becoming Incapacitated?; Increasing the Effectiveness of Salesmen by Better Utilization of Their Time, and In a Constantly Growing Sales Force, Can "Supervisors" for Units of from 4 to 7 Men Be Added (Who Do No Selling) Without Increasing the Percent of Sales Cost—in Other Words, Can Supervision Be Made Self Supporting?

Oct. 2, 1924

How Big Business Can Get a Square Deal

(Continued from page 8)

continued issuing of bonds without any corresponding increase in capital stock would eventually create just such a condition as that mentioned in the first case; that is, the ratio of bonds to stock would in time be reversed."

Another great need of the railroads which they experience in common with all other great businesses is more efficiency and economy in operation. It is the belief of numerous railroad experts, including Mr. Budd, that consolidation of certain railroads is the one thing that can bring this about, because consolidation would cause diversification of industry and consequent uniformity of traffic throughout the year. This in turn, the experts say, would bring about stability of earnings

on account of more widely spread geographical territory served. Yet at the very mention of consolidation, certain elements are bound to throw up their hands in holy horror and talk about the country being delivered over, bound and helpless, into the mercies of a railroad trust—a trust that would rake in the gold from right and left by all sorts of unfair practices perpetrated upon a helpless citizenry.

"As a matter of fact," President Budd states, "government regulation of railroads is complete. Even though railroads, under consolidation, could make a higher profit than a fair return on their investment, there would be no possible opportunity to hide it even though they wished to do so. A more uniform use of railroad facilities, especially of equipment, would be made possible through consolidation. This is especially true in the case of roads serving agricultural regions where conditions may be unfavorable in one territory or an-

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 9½ cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



KO
Knitted Outerwear
Sweater News
and Knitted Outerwear

Sweater
Bathing-Suits
and Fancy
Knit Goods

521 BROADWAY
NEW YORK

"THE MENTAL SPARK PLUG"

By VAN AMBURGH (The Silent Partner)

This Book Was Written for Men or Women Who:

(1) Answer Correspondence	(3) Write for Publication
(2) Speak in Public	(4) Address Organizations

"The Mental Spark Plug" contains a world of inspirational thoughts, making it well worthy of its name.—*C. E. STEFFY, General Sales Manager, the National Cash Register Company, Dayton, Ohio.*

We have bought five copies of "The Mental Spark Plug." I would not want to be without a copy.—*L. D. RAMSEY, Treasurer, Business Men's Assurance Co., Kansas City, Mo.*

You will keep this book conveniently before you when dictating or writing, and when traveling it will go in your handbag for ready reference. In it you will find thousands of stimulating, inspiring ideas on hundreds of vitally important subjects.

Why wade through volumes when you can quickly turn to almost any subject in human activity and get a new angle to your argument from "The Mental Spark Plug"?

All Alphabetically Arranged for Quick Reference

Slogans, Similes, Epigrams, Aphorisms, Maxims, Adages, Philosophies, that by little changing you can make your own.

"The Mental Spark Plug," a beautifully bound book in cloth, maroon color (5½ x 7½), printed on English Featherweight paper—375 pages with genuine gold-leaf name plate. A book that will grace any library.

IMPORTANT—The Mental Spark Plug is not on sale anywhere save at The Silent Partner office or through the mail. All orders should be accompanied by remittance. Do not look for this book elsewhere.

The price of The Mental Spark Plug is \$2.00 delivered. It should sell for \$3.00—a Book Bargain—but not a bargain Book.

I wish to say that I have never read anything equal to "The Mental Spark Plug."—*J. H. KRMREIN, Baltimore, Md.*

After reading several pages of "The Mental Spark Plug," I think it to be one of the best books that I ever read and think it should be included in every business man's library.—*S. A. DICKERSON, Montrose, Col.*

[--CUT COUPON OUT ON THIS LINE--]

Date.....192

To THE SILENT PARTNER,
200 Fifth Avenue, New York City.

Send me, charges prepaid,copies
of The Mental Spark Plug, at \$2.00 per copy.
Find enclosed (check or money order) for
\$..... It is understood that if
I am not perfectly satisfied with this book, you
are to return my money immediately.

**REMITTANCE MUST ACCOMPANY
ALL ORDERS**

NAME

STREET

CITY STATE.....

Oct. 2, 1924

The
Eleventh Convention
of the
A·B·C

(AUDIT BUREAU OF CIRCULATIONS)

*will be held at the***Hotel La Salle
Chicago****October 16th & 17th**
NINETEEN · TWENTY · FOUR

The DINNER
NIGHT OF OCTOBER 17th

WILL BE HELD AT

The DRAKE

MAKE RESERVATIONS EARLY



other, but seldom in all during the same year. Another advantage could be the improved car supply, because the cars would be on the owning line so much more of the time than is now possible in the case of smaller roads. Keeping cars at home insures a supply when needed, and reduces the cost of upkeep. If savings could be effected through this plan in a way that would pile up profits, as certain people seem to fear, who would get the profits? Not the railroads. Because of government supervision, if for no other reason, they necessarily would be put back into reduced rates or increased efficiency of service. Here is a matter that is fully as important to the public as it is to the railroads, or even more so. But the public has not appreciated it because it has not had the facts.

"Another thing we want to bring about—and the same thing, of course, is true with every manufacturer who is honestly striving to increase the quality of his product, improve his service and probably reduce his selling price through multiplied output—is that of adding to the volume of traffic handled. This directly affects transportation costs on the same basis that it effects the sale of merchandise. On all railroads, but especially on those of the Northwest, there is, during a large part of the year, much unused capacity, which results in a heavy loss because the capital investment must be carried throughout the year and the overhead organization cannot be reduced to meet the fluctuating traffic. The plant, therefore, must be maintained at a standard and of a capacity to handle the peak of business, which covers, in the Northwest, only a few weeks in the fall of each year. It would help to reduce the cost of transportation materially if the volume of traffic could be increased, especially during the lean months, and if the total volume of the year could be handled at a more uniform rate. To a large extent, seasonal demands for transportation are uncontrollable

B D & O

BARTON, DURSTINE & OSBORN write: "Dear Mr. Currier: This note is simply an appreciation of the superlative service you have rendered in the recent work on———."



CURRIER & HARFORD LTD
Typographic Department
27 East 31 New York Cal 6076

State Agencies

The publishers of MOTION PICTURE REVIEW and SCREEN REVIEW will be pleased to discuss state or city agencies with firms capable of developing a lucrative field.

Both publications are syndicated monthly motion picture magazines with a local advertising tie-up in the cities where distribution is effected.

Program companies and organizations experienced along advertising specialty lines will do well to communicate with

Screen Publications

Appleton, Wisconsin

Oct. 2, 1924

Sales Manager Available

This man, a qualified executive in the organization of selling staffs, has behind him twenty years of successful sales experience in the selection and training of salesmen, establishing sales promotion, and District and Branch office staffs.

He understands salesmen and can manage them. He plans his work, and works his plan.

He does not, nor will he, substitute expedients for principles in the solution of a sales problem, or in the direction of sales effort.

"D," Box 285, Printers' Ink

EVENING HERALD

Los Angeles, Cal.

Gained 7,249

Daily Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

It Covers the Field Completely

REPRESENTATIVES:

H. W. Molony, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg., 6
North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.

by the shipper, but with some commodities it is possible to ship during the spring and summer months, when the traffic is light, rather than to burden the railroads during the heavy fall rush.

"A promising hope for increasing the volume of traffic on the roads of the Northwest lies in the possibility of increase in the population of that section. While vacant public land has almost disappeared, there remains, in the aggregate, a vast empire of unoccupied territory, which eventually will support a large and contented population. Much of this land is highly desirable when properly handled, and is in the hands of creditors who will dispose of it on terms as favorable, considering the improvements, as those on which it was acquired from the United States Government by the homesteader. This is one of the most promising possibilities for the future of the Northwest. The railroads now serving this great country can, with comparatively small additions and improvements to their properties, serve the much larger population, which is certain to come; and when it comes not only will the volume of traffic be increased, but the tendency will be to ship at a more uniform rate throughout the year. Just as the cost of doing railroad business will be decreased per unit of traffic when this happy condition is realized, so the cost of handling various other lines of business, including banking, will be decreased per capita."

If institutional advertising is properly and sufficiently employed, Mr. Budd thinks the outcome will be the realization of something that is a fundamental need of every great business serving the general public and which is genuinely in the public interest as well. This is the need of a recognized, definite and stable public policy toward them.

"This is more than ever true," he said, "in the case of the railroads. The present transportation act was enacted after the longest and most painstaking study ever

Salesmanagers vs. Copywriters

THIS advertising organization is unique because it was conceived and developed by a group of sales managers who are selling through the written word in the same manner that the flesh-and-blood salesmen sell.

Through their sales management in many big organizations, and through the study of the methods and results of hundreds of other concerns, these men found that advertising campaigns in general did not utilize the principles of sound salesmanship, which are the chief assets of the most successful flesh-and-blood salesmen. They found that the forces of *reason, logic, facts, truth and demonstration* were not presented in the advertising campaigns the same as the successful salesman would present them.

Therefore these practical sales managers joined hands to provide manufacturers with a type of advertising that would justify its cost through the merchandise it sold and the *selling* help it gave the personal sales force.

How Those Managers Function

Their service is sold *only* through the written word in the form of a publication, "FACTS," which has selling force because it is reasonable, logical, states facts, proves and demonstrates. It shows advertisers how to sell through the written word.

The service they offer is based on a unique plan of study and analysis, crystal-

lized in a written plan as complete and comprehensive as a set of architectural specifications for a skyscraper. Through this plan a potential advertiser secures conclusive proof as to (1) *Whether* he should advertise, (2) *Why* he should, or should not, advertise, (3) *Where* he should advertise, (4) *When* he should advertise, and (5) *How* he should advertise. And, since they have nothing to sell but *sales*, these plans are always impartial, fearless and unbiased.

The demand for this service is increasing so rapidly that they must immediately add two writer salesmen of the highest type to their staff.

The qualifications needed are keen analytical ability, broad merchandising experience, a fondness for facts and the ability to utilize through the written word the principles employed by the most successful flesh-and-blood salesmen. They are not interested in a writer of pretty generalities, "general publicity," froth or "institutional" hot-air designed to flatter the man who pays the bill. They must be writers who can compete with successful flesh-and-blood salesmen.

They realize that such men are not plentiful. The qualities of selling, writing and analytical ability are rarely found in combination. Yet only such men will fill the bill.

Men who can qualify are probably doing big things now, but seek a still larger opportunity where they will not be hampered by precedent, custom or bias. They invite such men to write them, outlining their experience and qualifications in detail, so that they in turn can arrange for them to examine their proposition critically and let "FACTS" demonstrate its merit. The salary offered is \$5000.00 to start, but, with quick and substantial increase as ability and worth are demonstrated.

Communications, which will be held in strictest confidence, should be addressed personally to Louis J. Odets, President.

The Odets Company, Inc.
Merchandising Counsel
Advertising
225 Fifth Avenue, New York

Oct. 2, 1924

WANTED A New Ladder

In the organization of one of the very large manufacturers of proprietary medicines there is a man in charge of the merchandising and distribution department which embraces credits, collections, traffic, warehousing, all details incident to order filling, production and production costs.

He knows the drug trade thoroughly,—can formulate his own selling plans—writes a very effective letter and besides is a certified accountant.

He is at the top of his present ladder. On the rungs above him are the General Manager, and the General Sales and Advertising Manager. His way farther up is blocked by men who are too good to be crowded off.

So he wants to leave a pleasant job and find a new ladder. He is young enough to make the change without fear. He will not worry about the size of the salary if the opportunity is there.

Can you use him?

Address "F." Box 287,
care of Printers' Ink

American Sumerman

CHICAGO

offers advertisers lowest rate
per hundred. Investigate!

A. B. C. Est. 1873

given to the subject of railroad regulation. The people, by their votes, unmistakably favored it. Yet during a recent session of Congress 170 bills were introduced proposing further restrictions, many of them seeking to change the whole policy of regulation. No business can carry on in the most efficient manner under such conditions. A lowering of efficiency is inevitable and this eventually is reflected in higher costs and higher rates than otherwise would be necessary. The essentials for low railroad rates are less hostile and excessive regulation and a cessation of the constant threat of a change in public policy.

"What the railroads are undergoing now is nothing more or less than an experiment to see whether they shall be permitted to work out their own salvation, under proper regulation, or whether government ownership shall come. If the railroads cannot carry on, the Government necessarily must take charge. Government operation is more expensive and the bill in some form or other has to be paid by the public.

"Who owns the railroads, anyway, when you get down to that? Nobody but the people themselves. Forty-five thousand separate and distinct persons own the Great Northern Railway, and similar conditions, with variations, prevail on other roads. And isn't this true of most great business corporations? The people own them. This matter of collective ownership is something that the public does not appreciate because it has not heard enough about it. This is another lack that can be corrected by proper educational use of advertising mediums."

Heating Account for Krichbaum-Liggett

The advertising account of the C. L. Bryant Boiler Company, Cleveland, has been placed with The Krichbaum-Liggett Company, advertising agency, of that city. The Bryant company manufactures automatic hot-water generators, garage heating outfits, gas-pressure regulators and gas, oil and steam-heating specialties. These products will be advertised to the plumbing and heating trades, and to gas companies.

made by Grammes .



Contestant Pin Badge for
Lighting Educational Committee

GRAMMES has been entrusted with the manufacture of the handsome two-tone finish metallic Pin Badge to be worn by the millions of contestants in the 5 million dollar nation-wide campaign for "Better Home Lighting."

Modern equipment—skilled mechanics — efficient methods — and quantity production enables The House of Grammes to handle any problem in Metal Specialties. Let us work with you.



397 Union Street

*Manufacturers of Metal Specialties
Name Plates, Signs, Display Easels and
Racks, Advertising Novelties*

Oct. 2, 1924

PRINTERS' INK

*Registered U. S. Patent Office**A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell***PRINTERS' INK PUBLISHING COMPANY**
Publishers.**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6500. **PRESIDENT** and **SECRETARY**, J. I. ROMER. **Vice-President**, R. W. LAWRENCE. **TREASURER**, DAVID MARCUS. **Sales Manager**, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

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	D. M. Hubbard
Washington: James True	
London: Thomas Russell	

NEW YORK, OCTOBER 2, 1924

**Unsound
Objections
To Dawes
Plan**

because they contend that the economic recovery of Germany will furnish difficult competition for France, Belgium, Italy, Great Britain, the United States and other countries that beat Germany in the war. This is an unsound objection. To say that Germany must be kept permanently prostrate is specious reasoning.

In the first place, Germany will have to work and sell and save in order to meet the payments under the Dawes plan. To pay the reparations that have been levied against it, Germany must maintain its economic life in a high state of prosperity.

There is a considerable body of critics who are objecting to the Dawes plan because

But quite aside from the question of reparations, business men in all nations will fare better if Germany is at least moderately prosperous. No less an authority than Secretary of Commerce Hoover says that the revival of world business will do more good than German competition can do harm. He elaborated on that thought in an interview which a PRINTERS' INK representatives had with him recently.

In recent years the business world has arisen to a state of enlightened unselfishness where it now regards other countries and other nations more as markets than as competitors. To be able to buy from us, a nation must also be able to sell to us. There is no market for our goods in countries where hard times prevail. Viewed from this angle, it is easy to see that when a country throttles its international competitors, it is also throttling its own customers.

From still a third standpoint, it is to the advantage of every nation to keep world business as near to a uniform level of prosperity as is possible. We have learned that a considerable area of depression in any important country of the world gradually siphons the prosperity of other countries that are attempting to do business with that nation.

This is true not only of international business, but of business between different sections of our own country. The East cannot remain truly prosperous unless the West is equally prosperous. The urban sections cannot prosper at the expense of the rural districts. When the farmers suffer economically, urban prosperity gradually siphons off into the area of agricultural depression. When one great industry is in a slump, causing widespread unemployment immediately, all other industries that sell to those workers begin to feel the pinch.

Thus we see that the whole commercial world is so closely knitted together that the well-being of one country, even of one individual, should be the concern of all.

No Place for Gum Shoes In Advertising We are gratified to be able to pass along a significant contribution to current advertising thought that was made by Ralph Budd, president of the Great Northern Railway, in a recent conversation with one of our staff writers. Although Mr. Budd explains his idea in a somewhat more elegant way he would, in effect, have advertisers throw away their gum shoes.

This aggressive railway official who is practically in personal charge of his road's advertising, even going so far as to write some of it himself, believes that some advertising has a dull and hollow sound suggesting the counterfeit because it is not written in the spirit of utter frankness. The Great Northern is doing some institutional advertising in an effort to show the people that it is not one of the malefactors of great wealth of whom certain radicals speak so glibly. In so doing it does not attempt by suave arguments to steer the public away from certain circumstances which, if not understood, might be embarrassing.

For example, one point of the demagogue's attack on the railroads is that they pay their officials large salaries. The Great Northern admits this with refreshing gracefulness and frankness. Certainly it has to pay big salaries because it requires the services of big men. Why not pay a good round sum to one big man who can do the job rather than pay a greater aggregate sum to a lot of little fellows who could not do it and who probably would wreck the road in trying?

This in effect is the gist of one phase of the Great Northern's presentation. It is fully as straightforward and courageous in others. Big salaries through which can be commanded the services of men of corresponding size, are just as legitimate and necessary in the doings of a great corporation as is the providing of office and manufacturing space. If there is any question about this that in any way

tends to impair public good-will for the corporation there is only one way to remove the question and that is by vigorous, courageous and economically sound explanation.

Gum shoes may be necessary in politics. But they are sadly out of fashion in advertising, and advertising is going to be all the better because of this fact.

Unemployment Insurance of the Right Sort A contract between employers and labor to insure workers against unemployment was signed in New York a few weeks ago. It will result in about 200,000 workers being protected by a joint fund contributed to by both the workers and the owners.

In the men's clothing industry in Chicago the fund contributed to by both parties now amounts to 3 per cent of the total payroll and is maintained by equal contributions from the workers and the employers. When and if there is any unemployment 40 per cent of the workers' wages are paid up to five weeks.

Many other organizations of labor and owners are working on plans of the same general nature. Such plans, based on a charge to both owners and workers in industry, are typical American efforts to accomplish a great good. Unemployment cuts down purchasing power. It has been pointed out by several economists that industrial depression is as much a result of unemployment as unemployment is a result of industrial depression.

In the mechanical manufacturing industries alone, for example, lack of work causes an average normal unemployment of more than 1,500,000 men out of the total of 13,000,000 workers. When a man is out of work he can't buy any advertised products for himself or his family.

This new American unemployment insurance plan of having the fund contributed to equally by both sides is far more logical than giving doles to the unem-

ployed from Government funds, or putting the entire burden upon the employer. Such plans result in taking away incentives for a man to get a job and to produce. There is something far more self-respecting and satisfactory about a fund which is augmented in good times for the benefit of workers against a time when causes beyond control put them temporarily out of employment.

**Where Are
New Dealers
Coming
From?**

An official of the Peaslee Gaulbert Company, paint manufacturer, described in the August number of PRINTERS' INK MONTHLY the company's policy of getting new dealers. One of the planks in the organization's program is to have its salesmen develop new dealers rather than to induce present paint dealers to swap lines. To quote the article:

"The Pee Gee plan of getting new dealers has always been to give preference to a merchant not previously engaged in the paint and varnish business, nor handling these lines, but who has the necessary qualifications which we consider fundamental to a successful paint and varnish business."

That is a type of constructive selling that we heartily commend. Many manufacturers have found it best to create new dealers rather than to infringe on someone else's distributors.

Some concerns will even go so far as to set up a merchant in business in a community if they are unable to find likely prospects for their lines already established in that place. Unfortunately this plan of opening new accounts is adaptable only to long lines such as paint and men's clothing. It takes a considerable investment to stock a complete line of paints and varnishes. A duplication of lines in this field is both wasteful and unnecessary so far as the average dealer is concerned. So if the regular paint dealers in a town are well satisfied with the lines they are carrying, it probably would not be advisable for a new concern entering that town

to disturb the arrangement. It would gain more by getting a hardware store, a furniture store or a department store to put in a paint department.

Of course, a manufacturer opening up new accounts for talcum powder, baked beans, neckties or for any such line would hardly find it profitable to develop a new type of outlet. The drug store is the proper place for talcum powder and the fact that the druggist already has several satisfactory talcums is no reason why he should not consider another brand if it is in demand. The same reasoning applies to baked beans, neckties or any other staple or short-line product.

Just the same, salesmen whose job it is to open up new accounts should be allowed considerable initiative in the selection of new dealers. A salesman should make it his business to size up the local situation in every community. While it is true that the logical outlet for a grocery product is the grocery store, it may be found in many instances that, say, a home bakery would be interested in broadening its stock by the addition of some groceries, such as a line of delicatessen goods. We have already conceded that the drug store is the best place to sell drugs or toilet goods. In particular cases, however, a salesman may find his best opportunity for a new account in the local beauty parlor, gift shop or in the toilet goods department of the department store.

The thing for manufacturers to remember who are trying to get new accounts is that new types of retail distributors are coming into existence all the time. The hotel store, the beauty parlor, the golf professional, the dairy goods store, the green grocer, the delicatessen store, the roadside stand, are just a few of the many new kinds of distributors that have offered numerous manufacturers a fresh selling opportunity during recent years. The highest type of salesmanship recognizes these opportunities. It doesn't boast itself by tearing down what some competitor has built.

— *to the manufacturers of
merchandise of interest to boys*

DECEMBER is your big selling month. But the demand for your merchandise will be governed by your sales efforts.

For quick and sure returns concentrate on the boy. BOYS' LIFE, the Boy Scouts' Magazine, offers you a fertile field.

The Christmas issue closes October 25th.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

Union Bank Bldg.
Los Angeles, Cal.

37 So. Wabash Avenue
Chicago, Ill.

Oct. 2, 1924



Hewes & Potter individuals who
are readers of Printers' Ink and
Printers' Ink Monthly:

NAME	TITLE	WEEKLY	MONTHLY
James A. Hewes	<i>Partner</i>	Yes	Yes
Frank W. Potter	<i>Partner</i>	"	"
John L. Brummett	<i>Sales Manager</i>	"	"
Harry L. Hazen	<i>Credit Manager</i>	"	"
H. A. Bancroft	<i>Factory Superintendent</i>	"	"

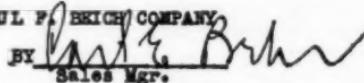
Information furnished by Hewes & Potter

PAUL F. BEICH COMPANY

"I have been reading PRINTERS' INK for about twenty years and most of that time it has been coming to my home, so that I could read it undisturbed. When I find an article that would be of interest to our credit department, I take the copy back to the office with me. The same is true when I find articles, as I frequently do, that are of interest to the president.

"PRINTERS' INK MONTHLY comes to the office because I find many articles and illustrations that are useful in our advertising plans and in the design of packages and labels and I frequently refer an article or an illustration to the artist as an indication of what we want.

"Much as we appreciate the articles in the MONTHLY, I believe that we get just about as much out of the advertisements."

PAUL F. BEICH COMPANY
BY 
Sales Mgr.

HARTMANN TRUNK CO.

"Each issue of PRINTERS' INK and PRINTERS' INK MONTHLY is gone over very carefully by this department and the other executives of this company. Anything of an interesting nature is always marked and read by three or four of us. It seems as if we could hardly do business without your two publications, as they certainly do furnish many ideas and interesting slants on those subjects which are vital to manufacturers and distributors at large."

HARTMANN TRUNK Co.

H. J. Dewey, *Advertising Manager.*

The Little Schoolmaster's Classroom

IN the selling of a piece of merchandise, which is the more important thing to be considered—the reputation of the maker, the article itself or that of the concern selling it? Which is the greater selling force?

The Schoolmaster, when he was asked this question the other day by a sales manager friend, was reminded of a discussion he had with a suburban neighborhood grocer on the same topic about a year ago. The grocer declared, perhaps naturally enough, that the leading selling force is the retail store. Without the store, he said, there would be plenty of opportunity for a manufacturer turning out food products to depart from quality standards and never be caught. He is somewhat of a crank on maple syrup, probably because he likes it himself. He sells a brand which he has ascertained is 100 per cent pure. But for checking up purposes he has small quantities of three other brands in his store.

"Now, then," he said, "I am going to pour out samples of each of these four syrups and let you taste them. One is maple syrup and nothing else. Another is 75 per cent maple syrup, another 50 and the other 40. I'll bet you can't pick out the pure syrup. They taste alike."

* * *

The Schoolmaster was afraid to risk a bet but attempted the selection anyway. After consuming nearly all the four samples he picked out the one 50 per cent pure.

If an inferior food product looks the same and tastes the same as the other kind how is the consumer going to differentiate? Obviously, if he is discriminating enough to want the best, he is going to buy a branded line made by a concern that has built a reputation for honesty and quality and that has made this reputation known to the trade.

But a grocery stock has hundreds of different lines, advertised brands and otherwise. The customer is not going to take the time to weigh the relative merits of all these articles as against similar goods in another store. Right here we see the value of an institutional reputation for the retailer. If he can convince his trade—which he can—that as their market representative he guards their interests and protects them from inferiorities, impostures and substitutions, he will find that people will not question the quality of his goods. They know what they are getting, whether it is first, second or third grade. They know because he says so. He will have a right to regard himself a considerable force in selling.

* * *

The successful selling of merchandise being a co-operative thing in which the manufacturer and retailer each needs and must have each other, it is difficult to unscramble the two selling angles brought out in the sales manager's question. If every retail store were high class such as that of the grocer with the four samples of maple syrup and had become well known to the people as such through vigorous advertising and other things, then the Schoolmaster would be just about willing to conclude that the selling power of the producer's and retailer's reputations were about the same. Possibly he would be inclined to give the retailer a shade the better of the argument.

This is the theoretical side. Practically, it does not work out that way because the average retailer has nothing near the reputation in the eyes of his buying public as has the man who manufactures advertised branded lines for which he advances certain claims and which have made good.

When a producer goes on record as to the quality or performing power of his merchandise it

THE TOPICS TRIO

For the first time in history COMPLETE coverage of the entire drug trade is possible thru this service.

DRUG TOPICS

45,000 copies a month to retail druggists—circulation over two times greater than any other publication in the drug field. Advertising rates per page per thousand lower than any other paper in the drug field. Greatest reader-interest.

DRUG JOBBERS SALESMAN

The wholesale druggists' magazine. 5,000 copies a month. The only publication reaching all wholesale druggists, their executives, and all their traveling salesmen.

DISPLAY TOPICS

Blazing a new pathway in publishing service. Official publication of the Drug Topics Window Club. Received and used by nearly 10,000 liveliest and most progressive retail druggists in U. S. and Canada each month. Specializes on window and store display. The talk of the trade. If you want window and counter displays of your products in drug stores investigate this new service at once.

The TOPICS TRIO covers the drug field like a blanket and furnishes a well oiled, highly efficient and useful machine ready for the hand of any manufacturer wishing to introduce a new product to the drug trade or to put new life, pep and ginger into the sales of an old one.

TOPICS PUBLISHING CO., Inc.
291 Broadway, New York

Drug Trade Headquarters

Publishers of

Drug Topics Drug Jobbers Salesman Display Topics

Oct. 2, 1924

A Writer Named *Arbogust*

DOES your advertising copy sell like you sell? Is it interesting and easy to read? Does its character mirror you? Does it make people buy the things you sell? Want that kind? Address

OREN ARBOGUST

A Free Lance Writer

2002 The Straus Building
CHICAGO

Are You Selling the Pacific Northwest?

Successful distributor covering Oregon and Washington with established business seeks one more factory sales contract for automotive specialty. Must be well-established line or possess unusual possibilities. Only long-time, exclusive contract with reputable firm desired. Systematic sales promotion and solicitation by high-class sales organization available immediately. References exchanged. Address "E." Box 286, care of Printers' Ink.

MAILING LISTS
of Guaranteed Accuracy
for Every Business Adv.
Agency, Manufacturer,
Wholesaler, Retailer,
Investments.

**TOBIN ADDRESSING
COMPANY**

426 Walnut St., Philadelphia

is' much more than a matter of simple honesty that impels him to guard those features. Even though he might "get away with it" by skimping here and there, he is afraid to do so because of the likelihood that he will be found out. The reputation of an advertised brand, if the advertising is consistently carried out and backed up by quality in the same way, is something that can and does survive changes. The reputation of a retail store, on the other hand, is more or less fleeting. This of necessity must be so because it is built more on the personal side of the equation. Persons may die, go out of business or change their ideas. Quality merchandise, known to the people as such, stays.

That is the difference, and the Schoolmaster presumes it always will be that way.

* * *

A few weeks ago an editorial in PRINTERS' INK suggested that guarantee abuses would be minimized and in fact that guarantees would become less necessary if manufacturers put more money into the factory inspection of their goods. It was stated that money expended in inspection would save money in making good on guarantees and in adjusting complaints.

The Lowell Specialty Company, of Lowell, Mich., which claims to be the largest manufacturer of sprayers in the world, is one firm that is doing what PRINTERS' INK suggests. The Schoolmaster recently read one of the company's business-paper advertisements in which it asks retail merchants this question, "Would you retailers test sprayers for five cents a dozen or sixty cents a gross?" The company declares that from 10 to 15 per cent of all sprayers leak, unless they are double-tested and corrected before shipped. The advertisement goes on to say how thoroughly Lowell sprayers

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG



Damaged? Stolen? Lost?

THREE things that may happen to *any* parcel post package. Three reasons why *every* parcel post package should be insured.

Enclosing a coupon from the North America Coupon Book insures automatically and assures prompt payment of claims. The stub is your record of shipment.

Our rates on Parcel Post Insurance will interest you. Make inquiries today.

Insurance Company of North America

PHILADELPHIA

Founded
1792

"The Oldest American Fire and Marine Insurance Company"

Insurance Company of North America,
Third and Walnut Streets,
Philadelphia, Pa., Dept. W-102.

Name

Street

City State

Wants information on Parcel Post Insurance



Oct. 2, 1924

TWICE A WEEK
OUR CARRIER
BOYS put Shopping
 News into 215,000 homes
 in greater Cleveland and
 towns within a thirty-
 mile radius.

They do this in an average
 time of three hours.

Similar distributions will be
 made for high-class national
 advertisers at a reasonable
 charge. For details write

CLEVELAND SHOPPING NEWS
 1431-39 E. 12th St.
 Cleveland

OUR BOOKLET

"The
Tourist News
and the Florida
Tourist Market"

is now ready for space buyers.
 Write for your copy.

TOURIST NEWS
 St. Petersburg Florida

Machine Illustrations

of the difficult or technical kind.
 Photographic effects from blue-
 prints. Phantoms, etc. Accuracy
 and intelligent co-operation.

JAMES F. TOBIN
 5033 Cedar Ave., Philadelphia

Sell by Direct Mail

"Anything that can be sold can be sold by mail"

Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$63,393.00 in 10 days; a retailer sold \$22,896.20 in 30 days. Send 25c for a copy of POSTAGE Magazine and actual copies of these two letters. If you sell, you need POSTAGE. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of usable cashable selling ideas.

POSTAGE, 18 E 18th St., New York City

are tested and how this inspection pays in saving the company's dealers in come-backs from customers. The company intimates that the elaborateness of its testing system is the best sort of guarantee behind its line.

A note in the Lowell advertisement is addressed to jobbers. Jobbers are told that the company is committed to a policy of jobber distribution and what is more that the jobbers are helped with a campaign directed to dealers. For one thing the organization says it is "going to educate the dealer as to the difference in sprayers."

What a great field this is for retail advertising! Those who have not had retail experience do not realize what trouble and expense retail merchants have in adjusting complaints caused by broken, torn, cracked, damaged and imperfect goods. A good percentage of this merchandise never should have left the factory. It would not have left if the concerns that manufactured it had adequate testing systems in their establishments.

Having goods of uniform quality and standard design is the very basis of modern merchandising. Most of our big marketing successes have been possible only because these manufacturers have made certain of the uniformity of the quality of their products before letting them into distribution.

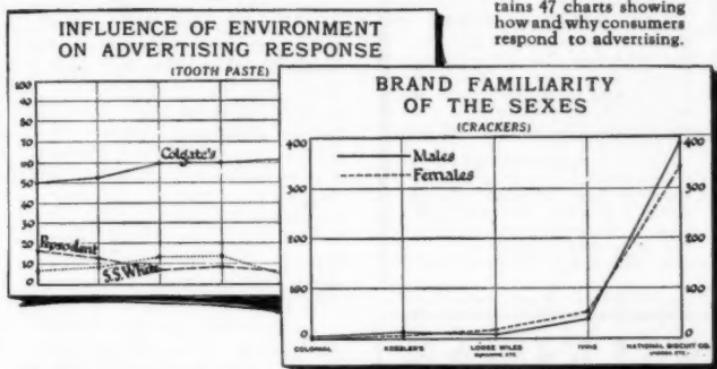
* * *

If there is one topic which never becomes stale to the Schoolmaster it is the subject of new uses. He is continually running across the most remarkable examples of what a new use can do to revivify and expand a business.

One of the most interesting stories of new uses that the Schoolmaster has read about lately has its origin in the far-away Hawaiian Islands. It was discovered there that laying paper on either side of a growing plant in-



From
"ADVERTISING RESPONSE"
by H. M. Donovan



This unique book contains 47 charts showing how and why consumers respond to advertising.

Never Before

Have the Basic Principles of Advertising Response been Explained Simply and Clearly

ADVERTISING RESPONSE" contains the results of the most comprehensive and instructive tests ever made on brand familiarity.

Conclusions are based on the analysis of 20,000 replies indicating the response of consumers to advertising.

"ADVERTISING RESPONSE" shows:
The laws of association between commodities and brand names.

The influence of environment on advertising response.

The effect of sectional buying habits on brand preference.

The commodities with which each sex has unexpected knowledge.

The impression of advertising on different classes of consumers.

The effect of sex appeal on brand familiarity and sales.

No other book contains this useful information

H. M. Donovan, the author, is well qualified to present this subject because of his long experience in selling and advertising, and in solving marketing problems.

He is the head of a well-known advertising agency, and this research was originally begun with the idea of making the results available for use in his own organization.

Send for a Copy



"ADVERTISING RESPONSE" supplies, in usable form, understandable knowledge vital to the success of every advertiser. You can apply these trade-getting and trade-holding facts to your own problems.

Sold at all book stores for \$2.00. Or send us your remittance, and a copy of "ADVERTISING RESPONSE" will go forward to you immediately.

If not entirely satisfied, the book may be returned within 10 days and money will be refunded.

J. B. LIPPINCOTT COMPANY, Publishers
Philadelphia

Oct. 2, 1924



Exceptional Copy Man

for a New York agency

FIRST—an interest-arousing, fact-hunting advertising writer. Second—has ability to make his own layouts attractive enough to convince clients. Third—has successfully handled contacts and can sell his own work.

Here's a man looking for a well-established, growing agency, where he can "step up" as his ability is proven. Protestant, 29, married, university trained. Samples on request. Address "H," Box 289, care of Printers' Ink.

SALESMAN wants new connection

New selling high grade merchandising-advertising service to retailers. Four years sales promotion with national industrials. 26 years old. Two years as road salesman covering practically entire country. Wish to remain permanently in New York City but willing to travel part of year. Particularly experienced with rubber trade, department and furniture stores, newspaper, trade-paper, and direct-mail advertising. Desires connection selling merchandise, preferably, or advertising. Now averaging \$10,000 year in commissions. Drawing account necessary. Address "G," Box 288, care of Printers' Ink.

FOREIGN HOTEL BAGGAGE LABELS

Make remarkable window displays. We have genuine labels from hotels all over the world. \$1 per dozen; 10 cents each. "All different" packet of 35, \$2.50; super packet of 75, \$5.

THE AMERICAN STUDENT
546 Ellicot Square
Buffalo, N. Y.

creases productivity about 50 per cent. Heavy paper is employed, varying from one-thirty-second to one-sixteenth of an inch in thickness. It is laid so that it extends a foot on either side of the plant.

Last year the pineapple planters of Hawaii laid 4,261 miles of paper, at a total cost of nearly \$250,000. The idea has also been tried out by producers of sun-grown Sumatra tobacco in Florida, by tomato producers in California, by strawberry growers in Louisiana and California and by sugar planters in Hawaii and Louisiana.

The discovery is said to increase the production of food crops about 50 per cent.

If the idea is not later found to be impractical or not capable of application on a large scale, it should offer a gigantic new market for certain paper mills. Aside from this, though, the incident is another illustration of the most unexpected sources from which immensely valuable new uses may develop.

C. B. Fields with Krohn-Fechheimer Company

C. B. Fields has been appointed sales manager of the Krohn-Fechheimer Company, a division of the United States Shoe Company, Cincinnati. He was formerly with the Chicago office of the Curtis Publishing Company.

If you seek an Art Director

who has experience, knowledge, taste, courtesy and patience; who knows art and artists, layout and design; who has accomplished distinguished results for some of the greatest national advertisers, then perhaps you might be interested in me.

Address "L," Box 142, care of Printers' Ink.

"5000 DEALERS DEPEND ON WEEKLY MARKET REVIEW IN"
BUILDING SUPPLY NEWS CHICAGO
ABC AND ABR

Review of Reviews to Publish New Magazine

A new magazine is to be published by The Review of Reviews Corporation, New York, publisher of *The American Review of Reviews*. It will be called *The Golden Book* and the first issue will appear in January. *"The Golden Book,"* according to the publishers, "will publish the enduring stories, true ones, fiction and verse, with a few pages in each issue of some immortal essay showing the English language at its best, and brief editorial comments. Most of the contents will have appeared in print before, in some language."

Charles D. Lanier, secretary and treasurer of the Review of Reviews company, will be publisher and business manager. Edward F. Healey will be advertising manager. Walter F. Shea will be Eastern representative at New York and Julian R. Norris, Western representative at Chicago. *The Golden Book* will have a page size of 5½ inches by 8 inches.

English Overcoat to Be Advertised

Newspapers in a list of forty-five cities will be used in a campaign which is planned by Burberry, Ltd., London, England, to advertise Burberry overcoats. A larger campaign is contemplated in 1925, which calls for the use of newspapers and magazines. This advertising will be directed by Groesbeck, Hearn & Hindle, Inc., advertising agency, New York.

L. W. Smith Joins Wm. Feather Company

L. W. Smith, formerly with the Dunlap-Ward Advertising Company, Cleveland, has joined The Wm. Feather Company, Cleveland, printer and publisher.

Robert E. Wood Leaves Montgomery Ward

Robert E. Wood has resigned as vice-president and general merchandise manager of Montgomery Ward & Co.

ADVERTISING MANAGER WANTED

Who can visualize the opportunities in marketing the "KIDDY CAGE," a patented and registered child's play yard, and sell the manufacturing rights to one of his clients in the furniture trade.

Address "N.," Box 144, care Printers' Ink.

ATTENTION National Advertisers

Our organization has men in practically every city and town prepared to distribute your circulars and advertising matter to homes and business houses. Reliable workers. Charges reasonable. For details write

National Distributors Assn.
5157 N. Clark St., Chicago, Ill.

Advertising Salesman

We are publishers of business papers in Chicago and need a salesman who has made a success selling advertising space—preferably on a merchandising publication. We want a man who can and will get to the biggest executives when necessary—ones who can command drawing account of \$100 weekly and make his services worth considerably more based on commissions. Give complete details in confidence including highest earnings to date. Address "M.," Box 143, care Printers' Ink, 230 So. Clark St., Chicago, Ill.

COPYMAN WANTED who is thoroughly familiar with automotive field. Must, however, be able to produce good copy on other subjects. Salary to begin not over \$50.00 per week, but opportunity to grow and develop with large national advertiser.

Address "J.," Box 140, Printers' Ink.

Oct. 2, 1924

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

FOR SALE

International Correspondence School complete Advertising Course; practically brand new bound volumes. Sacrifice, \$20. Box 651, Printers' Ink.

PUBLISHERS—ATTENTION

We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hannibal, Mo.

The manufacturers of the celebrated Stenpho Steel Sign are in need of aggressive sales representation in territories not now adequately covered. Stenpho Signs can be built in quantities of from 25 up. Write: The Stenpho Co., 15 E. Fourth St., Dayton, Ohio.

Business Man (35), successful printer, substantial experience in printing and direct advertising, desires to invest and become active in Publishing of Trade Papers, mail-order concern, or any other profitable, going business requiring additional capital for expansion, and where his knowledge and experience as executive will be an asset. Box 640, P. I.

Chicago Representative Wanted
Representative wanted in Chicago territory for three leading Canadian business publications. Papers established for many years and have good connections. Commission basis. Apply giving details regarding facilities for covering territory and also ability to close business. Box 608, Printers' Ink.

HELP WANTED

Printing Salesman

Unusual opportunity for right man in publication and job office. State experience and salary expected. Box 650, P. I.

MAIL-ORDER EXECUTIVE

We are seeking a young executive to install and develop a direct-mail sales department. Must be efficient systematizer and expert in handling mailing, addressing, multigraphing, etc. Moderate salary with exceptional opportunity for advancement and big income. State full experience and salary wanted. Box 630, Printers' Ink.

Advertising Solicitors Wanted—New monthly automotive trade publication wants solicitors in every State. Reply, giving age, experience, nationality, etc. Box 618, Printers' Ink.

Wanted by Success Magazine two live-wire, dependable advertising salesmen. Magazine experience and acquaintance with trade essential. Address Editor, Success, 251 Fourth Avenue. Do not call for appointment before writing.

ADVERTISING MAN OR WOMAN

Able to plan and sell direct advertising, art work and high-grade printing on generous commission basis. Phone Canal 0276—Willard Price Co., 305 Lafayette Street, New York.

Advertising Solicitor with agency experience. Must be reliable and be thoroughly capable of handling accounts. Liberal inducements. Write or phone for confidential interview. Markwell Advertising Service, 375 Fifth Ave.; Caledonia 2440.

ADVERTISING SOLICITOR

Young woman; an unusual opportunity to connect with established agency. Must prove ability to develop new business. State experience, references and salary desired. Box 612, Printers' Ink.

Advertising Salesman—Man of experience with successful record—one accustomed to selling display advertising for newspapers; opportunity on fastest growing daily in metropolitan zone. State qualifications and salary. Address Box 633, P. I.

ADVERTISING SALESMAN and district manager by Industrial Quarterly. Guaranteed producer and organizer to build advertising. Generous commissions and bonus. Investment if desired. Permanent. Write immediately. Box 621, Printers' Ink.

SOLICITOR—Experienced in selling a personalized service, involving the direct forms of advertising. An unusual future for the man who fits. Commission basis to start. Write fully, stating qualifications to EARLE A. BUCKLEY, Letter Analyst, 133 S. 12th St., Philadelphia, Pa.

YOUNG WOMAN

Position open in small but well established advertising agency for young woman with experience in general agency routine—bookkeeping, billing, stenography. State experience in detail and give salary required. Box 611, P. I.

WANTED IMMEDIATELY

Two seasoned, proven solicitors to represent fast-growing monthly publication in general field, located in New York. Good salary and bonus arrangement. Sell yourself in letter outlining age, experience, etc. Box 658, Printers' Ink.

WANTED—A good solicitor on daily newspapers. Must be well acquainted among agencies and advertisers. Must be a good producer and help out in correspondence. A member of Masonic order—reliable, honest and trustworthy. Send letter to Box 628, Printers' Ink.

Advertising Solicitor—Permanent position for thoroughly experienced man who can reach big space buyers for two high-grade theatre programs with about 40,000 and 32,000 weekly circulation. Liberal commission and cash bonus. State experience, references—confidential. Box 627, Printers' Ink.

Wanted by Success Magazine a live-wire, proved circulation man, who understands all branches of his business, including subscriptions and A. B. C. requirements, and can be relied upon to live up to them while getting business. Address Editor, Success, 251 Fourth Avenue. Do not call for appointment before writing.

SALES DEPARTMENT ASSISTANT—To a young man of 24 to 30, experienced in sales and advertising work, New York manufacturing concern offers exceptional opportunity for advancement to executive position. Previous experience should include sales correspondence and production of advertising material. Write, in confidence, stating age, full details of past and present business connections, and salary expected. Box 629, P. I.

Sales Manager Wanted—There's a ten thousand dollar plus job awaiting the right man, with the American headquarters of a large foreign industrial concern, now ready to cultivate the American market on products for which there is a large and instant demand. This man will be compensated on a straight commission basis, and the commission is large enough to make the proposition a mighty attractive one. Send full particulars in confidence to Box 620, Printers' Ink.

COMMERCIAL ARTIST

We want a man who can draw what we ask him yet be able to make suggestions himself and show some originality in layout. He should have some aptitude for lettering, be willing to sketch a can of beans if necessary, able to design a good border and evolve a decorative scheme. He must be experienced but we shall not expect him to be a Master. He will have plenty of work but not too much. He will work in pleasant surroundings with human associates. He will work for an old-established newspaper in an Eastern city with close to half-a-million population. Tell us about yourself in confidence, give us an idea of what salary you want and send some samples. Box 631, Printers' Ink.

SOLICITOR—TECHNICAL PAPER

Promising territory centering about Cleveland is open for representation of a monthly with national circulation. Two years' efficient work should give representative there a very substantial living—twice that time an income worth "staying with." Advance against commissions or straight commission. Box 613, Printers' Ink.

EDITORIAL WRITER

Experienced man for morning daily Middle West city half million population. Should have wide knowledge, familiarity and experience concerning territory in the western watershed of the Mississippi and nose for national politics. Full confidential letter requested to be followed by interview in Chicago, October 4 and 5. Address Editor, room 1800, 28 East Jackson Boulevard, Chicago.

MISCELLANEOUS**SPACE FOR RENT**

500 square feet of desirable, light, airy space in the Finck Building 318 West 39th Street. Suitable for light manufacturing or any industry allied to Printing. Reasonable rent.

BEACON PRESS, INC.
LACKAWANNA 2776

POSITIONS WANTED**Sales Director**

Seven years General Electric Company, three years Western Electric Company, three years The Torrington Company, two years The Regina Corporation, Directing Sales to Jobber Dealer and Direct from Factory to Consumer through House-to-House Canvassers. Open for negotiations at once. Ready for action October 15th. Age, 36 years; height, 6 feet 6 inches. Box 636, P. I.

SALESMAN

Twelve years' selling advertising. Three editorial Boston territory. Moderate salary or drawing account. Will prove ability. Best references. Box 634, P. I.

Editor's Assistant—Experience in writing copy, interviews, advertisements, blurbs; copy reading; proofreading, buying manuscripts, rewriting articles, making layouts. College education. Secretarial training. Box 635, Printers' Ink.

TO ONE GOOD ADVERTISING MAN

This particular agency man wants a young copy man who is teachable, likeable and capable. He wants a young man because he has a particular job in mind for him and wants to mould him to fill it successfully. I am the young man. Good education, Christian, four years copy and planning experience. Enjoy Herbert Spencer, tennis, and copy writing. Hate space filling. Will go anywhere in the country. Salary, sane. If you can stomach this combination, in fact, if you want it, you're the one good advertising man. An intelligent letter will reply to yours. Box 614, Printers' Ink.

Oct. 2, 1924

Young Man—Two years' production and dealer's service experience New York manufacturer and agency. Understands printing and engraving. Salary \$20-25. Age 22. Box 623, Printers' Ink.

Convincing, versatile writer, trained in market analysis and merchandising. Eight years' experience on national accounts. Systematic thinker with firm grasp of advertising fundamentals. Now employed, but seeks larger opportunity. College graduate. Christian. Box 624, P.I.

New England Trade Journal Man desires trade journal or trade directory for N.E. Whole time, reliable, successful, large trade acquaintance. Box 625, Printers' Ink.

Advertising Assistant available November 1st. Unusually well equipped young woman. Thorough knowledge of bookkeeping, capable of checking credits, handling adjustments, correspondence, attend all advertising details without supervision. Twelve years' newspaper advertising experience. Compensation \$3,500. Box 626, Printers' Ink.

ADVERTISING MANAGER—Part time of man experienced in planning campaigns, preparing and producing advertising for large manufacturing and wholesale concerns. New York City. Box 643, P. I.

N. Y. ADV. WRITER

8 years copy chief big agencies. Box 615, Printers' Ink.

Advertising Man

with seven years' experience in direct-mail, sales promotion and trade paper advertising. He wants to tackle a job where creative ideas and systematic work will count. He has fundamental knowledge of printing, art work and dealer helps. Box 616, Printers' Ink.

A Better Opportunity—Young advertising man with ability and energy seeks a broader field of work. Technically educated and trained—experienced in layout and copy writing on house-organ, catalog work and trade paper advertising. New York or vicinity. Box 617, P. I.

Trade Journal Man

Broad experience advertising ideas, layouts—copy writing. Production—make-up. P. O. Box 25, Hamilton Beach, L. I.

SALES MANAGER AVAILABLE Desires to connect with selling organization or advertising agency where ten years' sales and advertising experience will be of real value. Age 37. Married. Christian. Good record. Good references. Eight years as sales and advertising manager with last company. Location of business not so important as soundness of company and opportunity for progress and permanence. Box 619, Printers' Ink.

TYPOGRAPHER

will install new compact plant for semi-private use in agency or business firm having work and desiring the best typography. Box 637, Printers' Ink.

ADVERTISING MANAGER

Thoroughly experienced advertising man desires position with some live daily newspaper as advertising manager. Present connected with daily of 6,000 as advertising manager. Consistent record of producing with large dailies. 30 years of age, university man, good appearance. Address Box 607, Printers' Ink.

COPY WRITER

Successful past as free-lancer on diversified lines from conception to completed layout. Position desired, agency or advertiser. Location optional. Box 609, P.I.

ADVERTISING ASSISTANT

I want to start from the bottom. Salary no object till I prove my worth. I am young (25) college graduate. Successful business record. Once owned country newspaper. Now advertising student evenings at Columbia. Highest references. Box 610, Printers' Ink.

Former Director of sales and advertising for New York firm of national scope, seeks entire responsibility or will assist real executive of live progressive organization. Location secondary consideration. Box 1525, General Post Office, San Francisco, California.

Business Paper Advertising Salesman Open for connections within thirty days. Known to the trade from Chicago, east, through long association with large publishing business as department head and salesman. Knows retail merchandising and practical publishing. Can handle entire territories through branch office. Successful record. Must have proposition with opportunity for large earnings. Can be reached by addressing care of John Thomas Miller, 461 8th Avenue, New York City.

CORRESPONDENT

Experienced sales literature, collections, service, seeks connection with advertising or publishing house. Single. Age 25. Location and salary secondary to real opportunity to prove ability. Box 622, Printers' Ink.

PUBLICITY MANAGER

Experienced in handling campaigns for large religious and social organizations. Part-time. New York City. Box 642, Printers' Ink.

Advertising—Sales Executive

just completing development enterprise, seeks connection with substantial agency, printing concern or industrial company. Fifteen years' experience as agency manager, copy chief and sales director. Salary (or salary and commission) depends somewhat on location and circumstances. Gentle, unmarried.

"V." Box 645, Printers' Ink

My duties now, with leading automotive manufacturer, are writing speeches, magazine articles, publicity, booklets, ad copy, etc. My chief says I am his best man, but advancement too far off to interest ambitious man. I am ready for a good offer. Box 641, Printers' Ink.

TECHNICAL

Engineering and popular articles about your products—advertisements, bulletins, lecturing. Mechanical engineer, with notable record in this field, available whole or part-time basis. Box 649, P. I.

PUBLICITY MANAGER

Industrial, power, mining, contracting, automotive. Fourteen years' broad publicity and selling experience with manufacturers of equipment used in these fields. Salary, \$6,000. Box 648, Printers' Ink.

House Organ Editor

Broad experience. Can take complete responsibility highest-class house publication. Best references. Box 654, Printers' Ink.

ASSISTANT OR SECRETARY TO AGENCY EXECUTIVE

Young man, 25, eager to make advertising his life work, will prove valuable assistant or secretary to busy agency executive. Box 656, Printers' Ink.

Young man (28); experience covers all departments agency work, contact, creative, production, managerial, valuable selling experience as background; can direct and personally handle work of small or medium agency or promotion department live manufacturer. Resourceful. Box 657, Printers' Ink.

Part Time Service

Copy, layouts, illustrations, house-organs. IDEAS, CONSULTATION FREE. H. C. Grant, 305 West 52nd St., New York.

Advertising Solicitor

Connection wanted with publisher or publishers' representative in Chicago territory. Have had a general advertising and merchandising experience and at present engaged in similar work. Age 25, single. Box 647, P. I., Chicago Office.

College graduate, formerly assistant advertising manager for large Western department store, for two years social and fashion editor of newspaper, wishes position as copy writer with New York or Brooklyn store or agency. References. Box 639, Printers' Ink.

THIS MAY INTEREST YOU

Young man, 24, unmarried, with knowledge of printing, engraving, makeup, caption writing and all mechanical features of newspaper making, wants to get into advertising business. Modest salary. Now employed. Box 638, Printers' Ink.

WE CONNECT THE WIRES

TELL US about that vacant position and let us tell you about the man who is ready and fit to fill it.

We operate as an employment bureau exclusively in the advertising and publishing field. No charge to employers.

FERNALD'S EXCHANGE, INC. THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Young man—seven years' experience in reference library—desires to change present position for one in research department of New York agency or publisher. Box 646, Printers' Ink.

BUSINESS WOMAN, unusually capable, financial sales department experience, a skilled correspondent and manager, desires responsible New York position with advancement opportunity. Box 653, P. I.

EDITOR AND WRITER

Part time of man with unusual record for putting new life into class and trade magazines and house-organs. New York. Box 644, Printers' Ink.

Advertising Salesman—Experienced, successful worker, well acquainted with New York and Eastern agencies, large national advertisers, also class and trade fields, available for publisher needing first-class reliable man; best references. Box 655, P. I.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

Table of Contents

NEW YORK, OCTOBER 2, 1924

How Big Business Can Get a Square Deal from Public.....	3
<i>An Interview with Ralph Budd</i>	
To Decide the Statistical Rights of Trade Associations.....	10
The Blue-Sky Promoter Is Stealing Morale.....	17
"Worked-Out Claims" That Prduce New "Pay-Streaks"	25
<i>A. L. Townsend</i>	
Is Thrift a Weak Appeal in Selling a Bank's Savings Department?.....	33
<i>Dana Hubbard</i>	
Another Market Survey That Has Wide Application.....	41
Letters Made More Resultful by Effective Layouts.....	49
<i>W. B. Edwards</i>	
Proof That Advertising Reduces Cost to Consumer.....	57
Window Display Association to Work for Added Efficiency.....	64
Finding a Salesman's Vulnerable Point.....	75
<i>W. H. Heath</i>	
Middle Classes Are the Big Buyers of Everything.....	87
Some Things Everybody Should Know about English.....	95
<i>S. Roland Hall</i>	
The Salesman Who "Carries Accounts Around in His Pocket".....	98
<i>A. Joseph Newman</i>	
The Unprofitable Small Order—What Can Be Done about It?.....	103
Industrial Advertisers to Discuss Reduced Selling Costs.....	111
When a Woman Searches for the Sales Angle.....	119
<i>Merle Higley</i>	
An Industry Acts to Uproot Its Hidden Sales Obstacle.....	126
What Retailers Think of the Leads You Send Them.....	131
<i>H. A. Haring</i>	
First-Hand Facts about Advertising in Australia.....	138
Headlines with a Double Meaning.....	143
<i>W. Livingston Larned</i>	
Stage Set for Direct-Mail Week.....	149
How Hickok Dovetails Window Display with Consumer Advertising.....	161
<i>H. W. Schulze</i>	
Editorials	182
Unsound Objections to Dawes Plan—No Place for Gum Shoes in Advertising—Unemployment Insurance of the Right Sort—Where Are New Dealers Coming From?	
The Little Schoolmaster's Classroom.....	188
	200

Whetting BOSTON'S Appetite

RECENTLY the Herald-Traveler Test Kitchen demonstrated a new sherry flavoring. Hundreds of Boston housewives both saw the flavoring in use and tasted its rare delicacy. As a result, more than one thousand new customers were created for that flavoring in one week.

This is a fair example of what the Herald-Traveler can accomplish for the manufacturer of *any* meritorious food product.

In thousands of Greater Boston homes the Herald-Traveler is the only paper read. Every week, in its news pages, this trusted paper gives columns of instructive publicity to the activities of the Test Kitchen. New ideas are set forth in recipes and suggestions; interesting food stories are told; and the woman reader is urged to visit the Test Kitchen where all kinds of food products are in actual use.

Through this system thousands of new friends are made for particular brands. Again and again, brokers and retailers have found their sales for some special product tremendously stimulated by its exploitation through the Herald-Traveler. It gives those particular products the most complete and concentrated publicity imaginable.

"Appetite appeal" is recognized universally as the prime factor in promoting the sale of food products. The grocer whose store smells of good things to eat always sells the most goods. Let the Herald-Traveler whet Boston's appetite for *your* product and you will see how much more *your* customers buy!

Two informative booklets, "Business Boston" and "Mistress Boston Goes to School," explain the Boston advertising situation in detail. Both should be in the hands of every advertiser of food products. Both will be sent you, gratis, upon receipt of request on your business stationery.



BOSTON HERALD-TRAVELER

Oct. 2, 1924

Tribune Used Fifteen Million Pounds of Paper in August, 1924

THE swift growth of The Chicago Tribune during the past three years is vividly reflected in its consumption of newsprint.

Paper Used by The Chicago Tribune :

During August of Each Year

	Pounds
1922	11,571,661
1923	12,648,875
1924	15,165,859

The shrewd advertiser contracts for space in the medium that is steadily advancing—gathering in new buyers for his merchandise — strengthening its prestige with readers.

Because Tribune rates are so low in proportion to circulation—and because Tribune readers are so well able to buy and so responsive — The Chicago Tribune prints far more millines* of advertising than any other publication on earth.

*One milline represents one agate line circulated one million times or one thousand agate lines circulated one thousand times or one hundred thousand agate lines circulated ten times, etc.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER